"THE AMITYVILLE HORROR" AND "THE CONCORDE—AIRPORT '79"

"THE WHITE SHADOW"

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DON MARTIN

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No. 214 April '80

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NUMBER 214 APRIL 1980

MAD

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—Alfred E. Neuman

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the usual gang of idiots

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MAD (ISSN 0024 9319) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscription in U.S.A.: 16 issues $12.00. Outside U.S.A.: 16 issues $13.00. Entire contents copyright © 1980 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address changes to MAD, 485 Madison Avenue, New York, N.Y. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

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LETTERS DEPT.

BORNE-IN-A-TRUNK COVER

Don't ever underestimate Jack Davis's power of illustrative suggestion. I get a tremendous headache just contemplating Neuman's noggin penetrating that tree-trunk.
Scott Tobin
Brooklyn, N.Y.

It really *stumped* me how Alfred E. crashed headlong through that tree and survived.
Walter Gologorsky
Bergenfield, N.J.

ALIAS

Your "Alias" story's barf is worse than its bite!
Randy Melton
San Jose, Calif.

Tell Mr. Drucker that his drawings of the alien were MORTifying!
Charlie Fuchs
Avon, N.J.

When I saw your startling version of "Alien," I wondered where I could get that kind of pepperoni pizza for my little brother?
Paul Watson
Miami, Florida

It might embarrass Mort Drucker to know that the monster he was too busy cowering from while viewing "Alien" (which was quite apparent by the octopus creature he substituted in the MAD satire) has been patented as a children's toy.
Grift Heath
Snow Hill, N.C.

I would like to know why the "Alien" looked different each time?
Sawina Eller
Delft, Holland

One time it was hungry, another time it was full!—Ed.

THE MAD RUNNING PRIMER

Being a veteran road-runner myself, Davis and Siegel raised some familiar blisters, crossed toes and skinned heels with their swiftly-paced "The MAD Running Primer"!
Roberto Santiago
New York, N.Y.

"The MAD Running Primer" was so real, it left me winded!
Jan Bosman
Syracuse, N.Y.

Siegel and Davis have a good track record! When will they take the field for another sports debacle?
Bettina Fleisher
Woodland Hills, Calif.

Siegel and Davis may try their skill on a soccer article soon.—Ed.

DON MARTIN LOOKS AT SPIDER-MAN

Don Martin's "Spider-Man" was really off the wall! Keep 'em coming; those comic book characters escapades.
Mark Nicholson
Santa Barbara, Calif.

Don Martin's "Look At Spider-Man" was a swinging spin-off! I got caught in its web.
Jeff Strasser
Goshen, Indiana

Don Martin's thoroughly engaging concept of Raid being sprayed on Spider-Man outstrips Superman's aversion to kryptonite!
Natalie C. Atkins
Denver, Colo.

SORRY, WRONG NUMBERS

A question regarding Tom Koch's "More Yellow Pages Through History": Could the demise of the Roman Empire be attributed to their inability to call for vital services as listed in your Historical Yellow Pages? I mean, what with opening your local directory and finding Arabic numerals instead of Roman numerals. It must have been all Greek to them, huh?
Bernd F.W. Hofman
Rochester, N.Y.

TAXING

You have successfully lambasted enough bad television shows that you apparently don't know what to do with a good one. Your satire of "Taxi", like those of "M.A.S.H." and "Barney Miller" before it, suggests that when confronted with a show too good to put down, you simply ignore its attributes and slice away. Especially with your offensive suggestion that "Taxi" owes its success to the garbage that surrounds it on Tuesday nights. Your carving technique is great as long as you limit it to the turkeys that deserve it.
Lon West
Silver Spring, Md.

I really couldn't "hack" Torres and Hart's version of "Taxing". But seriously, I "hail" them on their fine work.
Paul Smith
Sarnia, Ont.
Canada

Talent-wise, Angelo Torres is a Checker cab and Stan Hart is a gypsy cab!
Quentin Springsted
Washington, D.C.

FOLD-IN FADE-OUT FUROR

What happened to the "Fold-In" in MAD #212? This is most certainly a break with tradition! You could lose readers . . . all four of them.

David Mackey
Oakhurst, N.J.

When you consider that Al Jaffee's "Fold-In" started with issue #86, April 1964, and I started reading MAD with the same issue, it was only natural that I would try folding Jaffee's "Lightning" sequence! It wasn't much of a message when folded, but it proves you'll always have this reader in the fold.

David Toplitz
New York, N.Y.

I was just wondering why you didn't have a "Fold-In" in the Jan. '80 issue. I really missed it! But I did enjoy Al Jaffee's "Lightning Never Strikes In The Same Place Twice!" It struck *me* funny!

May Kosoi
Canoga Park, Calif.

An issue of MAD without a "Fold-In" is like an issue of Playboy without a "Fold-Out."

Matt Schmitz
Omaha, Neb.

BILK SYSTEM AD

Congratulations to your able photographer, Irving Schild. His "Bilk System" casting and staging rings the hell out of Bell!

Kym Prahl
Birmingham, Mich.

COMMUNICATIONS GAP?

I've just broken open a microphone made in Singapore and found they used MAD pages for wadding. I'm sending you the wadding to prove that old issues of MAD are really valuable!

Jeffrey Joyce
Terrell, Texas

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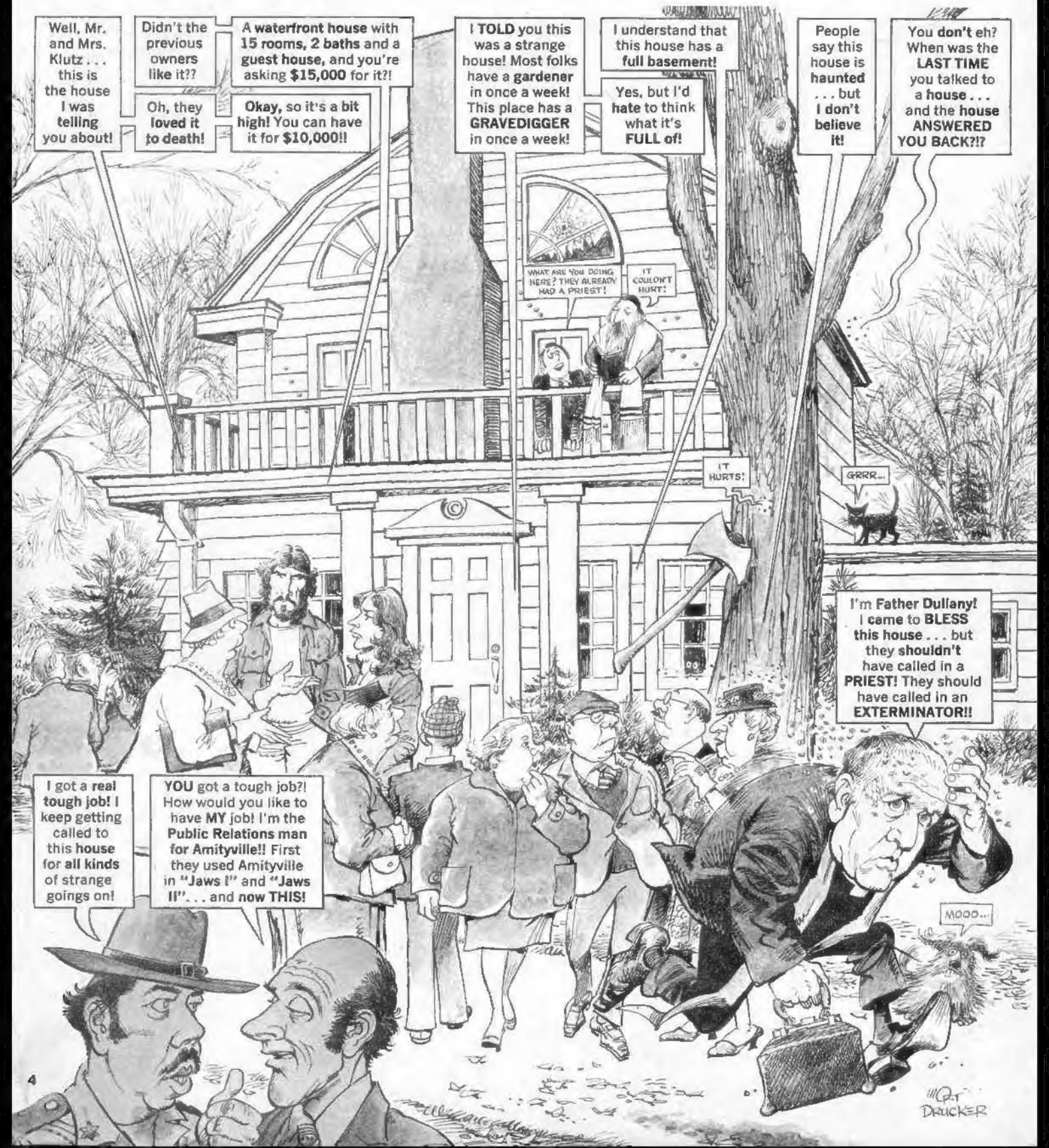
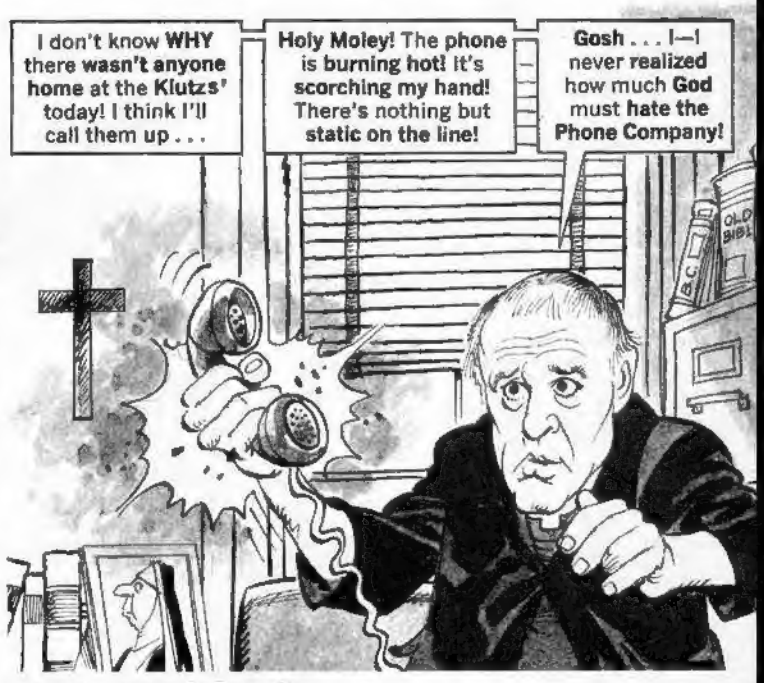
MUCH A BOO ABOUT NOTHING DEPT.

Recently, there was a horror film that made the rounds which had as its advertising slogan, "FOR GOD'S SAKE, GET OUT!" Well, not until millions of moviegoers had paid their admissions fees did they realize that it was a warning to the audience—to GET OUT OF THE THEATER before this "horror" unfolded on the screen! But the warning had come too late to save both their money, and them from suffering through


Well, Mr. and Mrs. Klutz . . . this is the house I was telling you about!
Didn't the previous owners like it??
A waterfront house with 15 rooms, 2 baths and a guest house, and you're asking $15,000 for it?!
Oh, they loved it to death!
Okay, so it's a bit high! You can have it for $10,000!!
I TOLD you this was a strange house! Most folks have a gardener in once a week! This place has a GRAVEDIGGER in once a week!
I understand that this house has a full basement!
Yes, but I'd hate to think what it's FULL of!
People say this house is haunted . . . but I don't believe it!
You don't eh? When was the LAST TIME you talked to a house . . . and the house ANSWERED YOU BACK?!?
WHAT ARE YOU DOING HERE? THEY ALREADY HAD A PRIEST!
IT COULDN'T HURT!
IT HURTS!
GRRR...
I'm Father Dullany! I came to BLESS this house . . . but they shouldn't have called in a PRIEST! They should have called in an EXTERMINATOR!!
I got a real tough job! I keep getting called to this house for all kinds of strange goings on!
YOU got a tough job?! How would you like to have MY job! I'm the Public Relations man for Amityville!! First they used Amityville in "Jaws I" and "Jaws II"... and now THIS!
MOOO...
DRUCKER

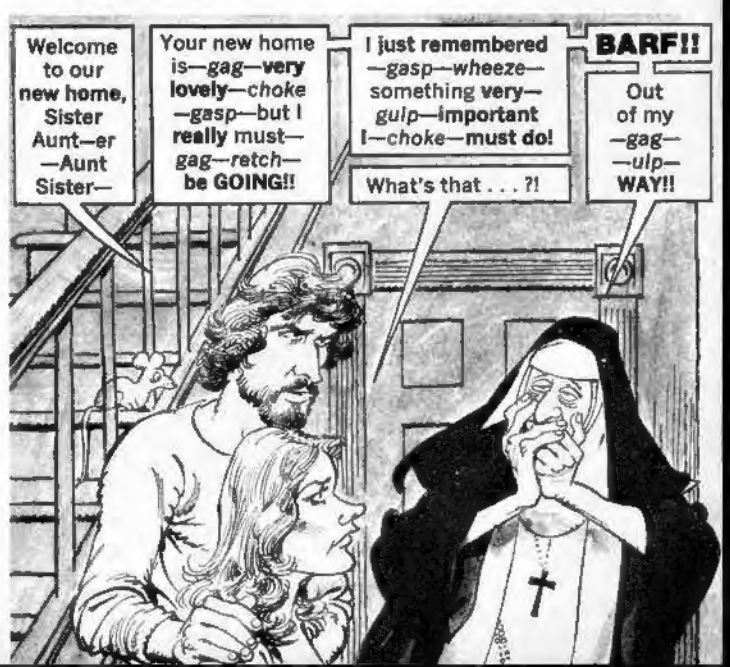
THE CALAMITYVILLE HORROR

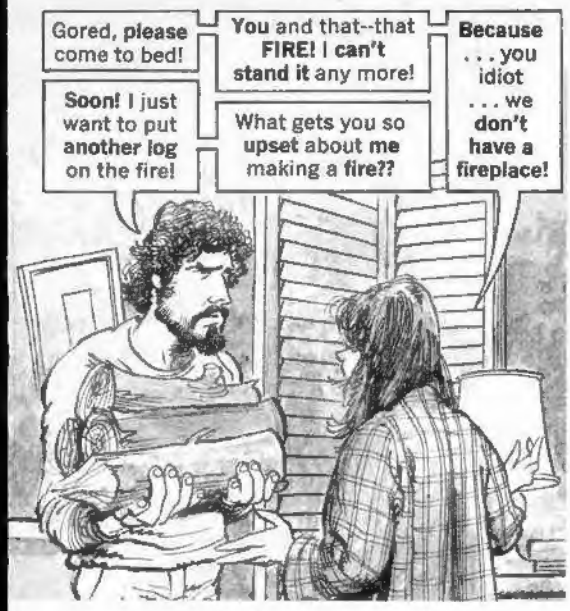
Have you noticed anything **STRANGE** about this house, Gored? I get the feeling we're **NOT WELCOME here!**
What makes you say **that??**
Well, we spend all day **unpacking** . . . and every **morning** when we **wake up,** everything is **PACKED UP AGAIN!!**
LAMP
BOOKS
DISHES
RUG
GRAND

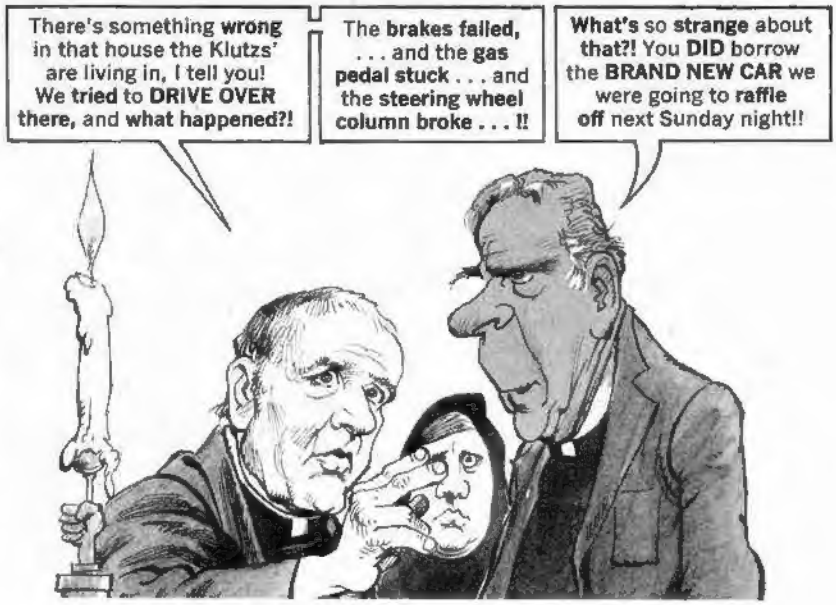

I don't know **WHY** there **wasn't anyone home** at the **Klutzs'** today! I think I'll call them up . . .
Holy Moley! The phone is **burning hot!** it's **scorching my hand!** There's nothing but **static on the line!**
Gosh . . . I—I never **realized** how much **God** must **hate the Phone Company!**
OLD BIBLE
B.C.

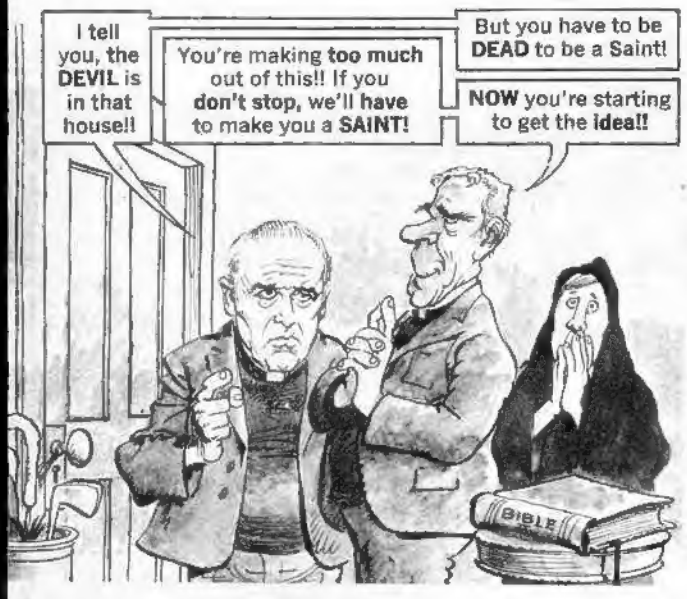
ARTIST: MORT DRUCKER WRITER: DICK DE BARTOLO

Answer the **door,** will you, Dear? It's my **Aunt . . . Sister Helluva, the Nun!** She—
Oh, my God! Look, Gored!! The **toilet is overflowing black gook!!**
So **THAT'S** what killed him!
Killed **who?**
The TIDY BOWL MAN! I found him **dead** in his **little boat** this morning!!

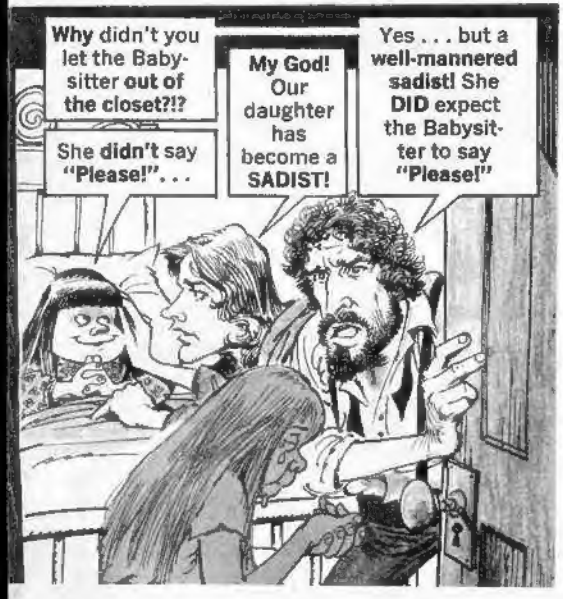

Welcome to our **new home,** Sister Aunt—*er* —Aunt Sister—
Your new home is—*gag*—**very lovely**—*choke* —*gasp*—but I **really** must—*gag*—*retch*— **be GOING!!**
I **just remembered** —*gasp*—*wheeze*— something **very**— *gulp*—**important** I—*choke*—**must do!**
What's that . . . ?!
BARF!!
Out of my —*gag*— —*ulp*— **WAY!!**

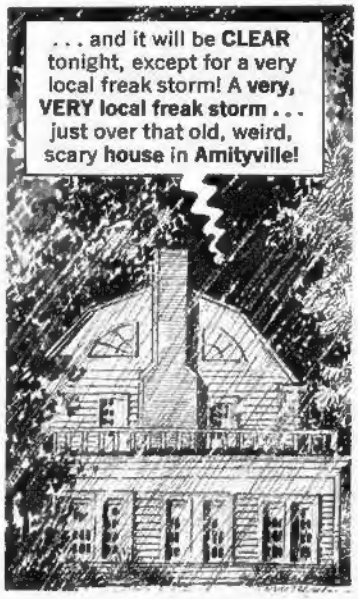

Gored, please come to bed!
You and that--that FIRE! I can't stand it any more!
Because . . . you idiot . . . we don't have a fireplace!
Soon! I just want to put another log on the fire!
What gets you so upset about me making a fire??


There's something wrong in that house the Klutzs' are living in, I tell you! We tried to DRIVE OVER there, and what happened?!
The brakes failed, . . . and the gas pedal stuck . . . and the steering wheel column broke . . . !!
What's so strange about that?! You DID borrow the BRAND NEW CAR we were going to raffle off next Sunday night!!


I tell you, the DEVIL is in that house!!
You're making too much out of this!! If you don't stop, we'll have to make you a SAINT!
But you have to be DEAD to be a Saint!
NOW you're starting to get the idea!!
BIBLE

This plate of cookies is for Blamey . . . and that empty plate of imaginary cookies is for Blamey's imaginary friend, Jokey!
Gee, if Blamey has an imaginary friend, do I get paid extra for babysitting two kids?!
Sure! Your imaginary extra money is under the plate!!


Why didn't you let the Baby-sitter out of the closet?!?
She didn't say "Please!" . . .
My God! Our daughter has become a SADIST!
Yes . . . but a well-mannered sadist! She DID expect the Babysitter to say "Please!"


. . . and it will be CLEAR tonight, except for a very local freak storm! A very, VERY local freak storm . . . just over that old, weird, scary house in Amityville!

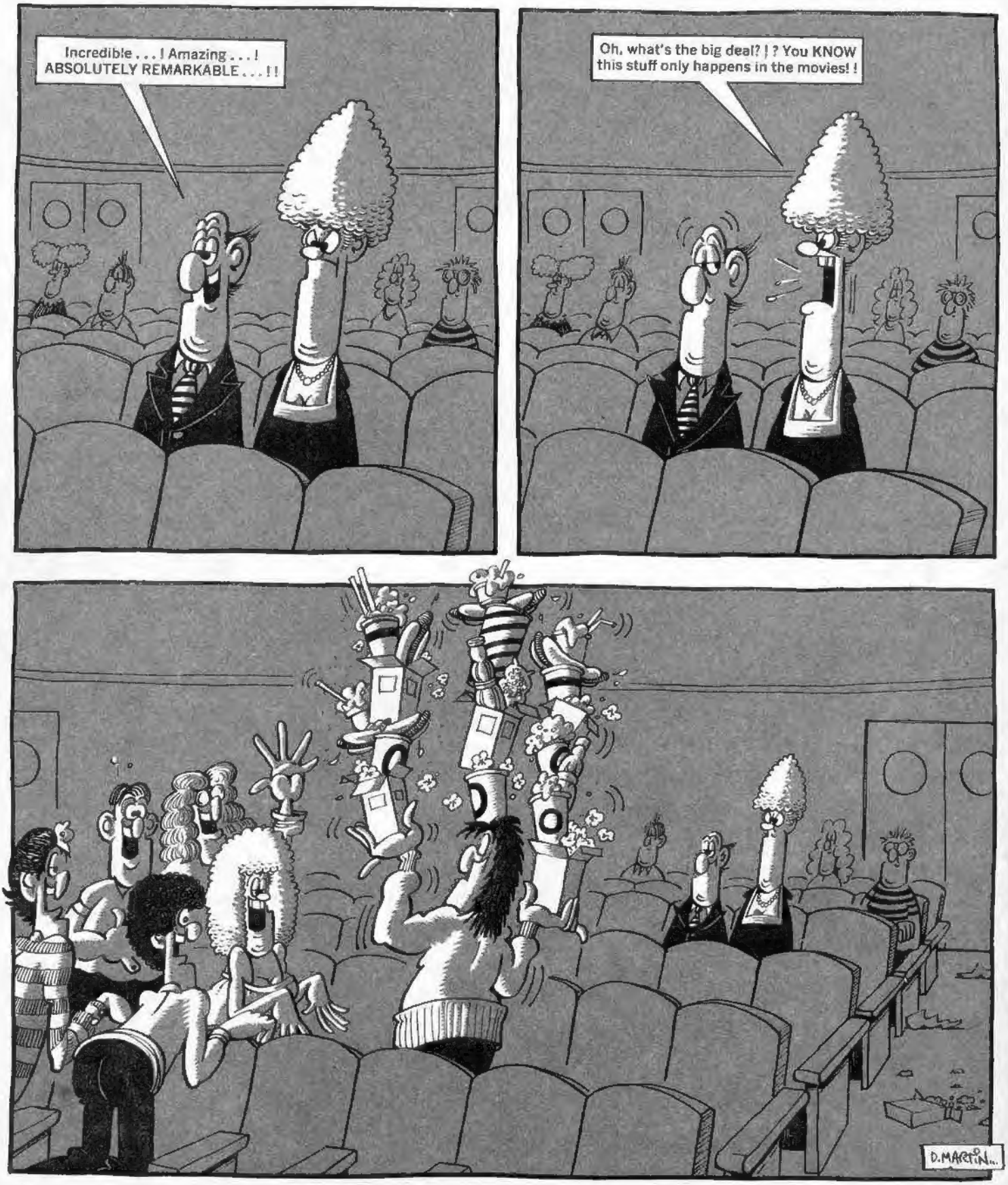
Gored, I— I dreamed that you murdered the whole family with your AXE!!
Nonsense! Now, go back to sleep!
I can't! My pillow seems so HARD!
I KNEW I hid my axe under ONE of these pillows!

CRASH!
CRASH!
CRASH!
CRASH!!

What do you mean, it was a burglar?!? The door was broken OUT . . . from the INSIDE! A burglar breaks IN! Not OUT!
Maybe it was his first job, and he was confused! What IS strange, though, is that everything happens in this house at exactly 3:15 on your bedroom clock!
That's not so strange! Our bedroom clock is broken! It ALWAYS says 3:15!
Your business partner's new house gives me the creeps! Let's go inside!
But I thought you said it gives you the creeps!
It DOES!! I love having the creeps!
Hi! Come on in—and make yourselves at home!
Thanks! I'll just go down the cellar!
The cellar?!
Yeah! That's where I'm at home!!
This WALL is where the demons go back and forth at night!
Hey! What are you going to do!?
I'm gonna put in a revolving door! Maybe then those demons will make less noise, and let us get some sleep at night!
Gored, let's rent an apartment!
Not for us, dummy! For the GHOSTS! I want to move to where there's sunshine and blue sky!
I don't want to live in an apartment!
Where? Florida?
No, across the street!!
Good Lord . . . the windows are breaking . . . and the wallpaper is oozing puss . . . and the stairs are bleeding . . . ! !
We shouldn't have taken a MORTGAGE on this place! We should have taken a MAJOR MEDICAL POLICY on it! Let's get out of here . . . for good!
C'mon, Nipper, we're all leaving! Hey, Nipper . . . I KNOW I'm covered with black gook, but it's ME!
Schmuck, I know it's you!! Why do you think I'm biting you?!
I'd rather stay here with the GHOSTS! They're a lot saner than OUR family is!
The Klutzs left their house and never went back for their personal belongings. They didn't have to! With the million bucks they've made from the book . . . and a few million more from the movie . . . why would they want any of that old junk, anyway?!
TAG SALE
GARAGE SALE

DON MARTIN DEPT. PART I

ONE FINE DAY DOWNTOWN WHILE WATCHING A DOUBLE FEATURE

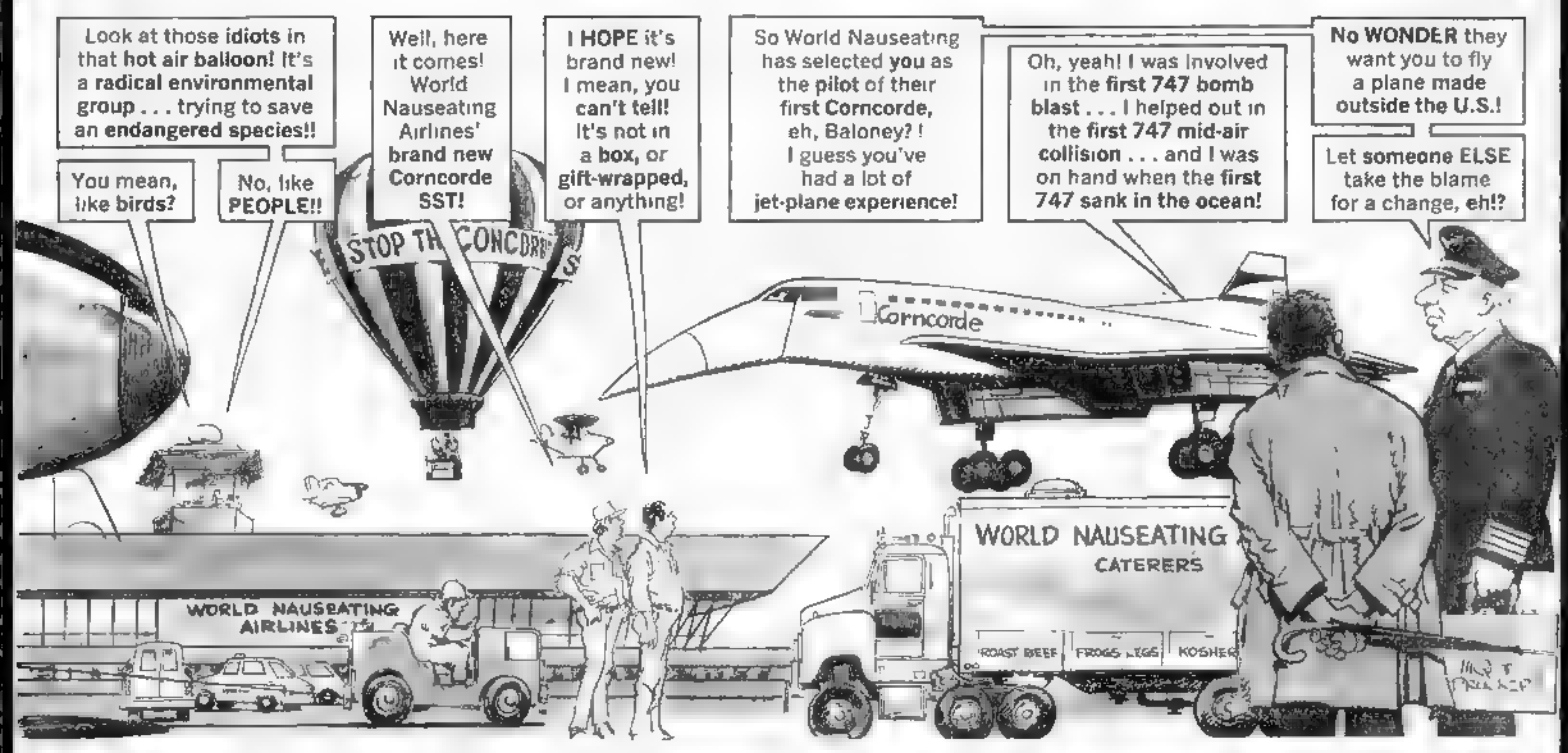


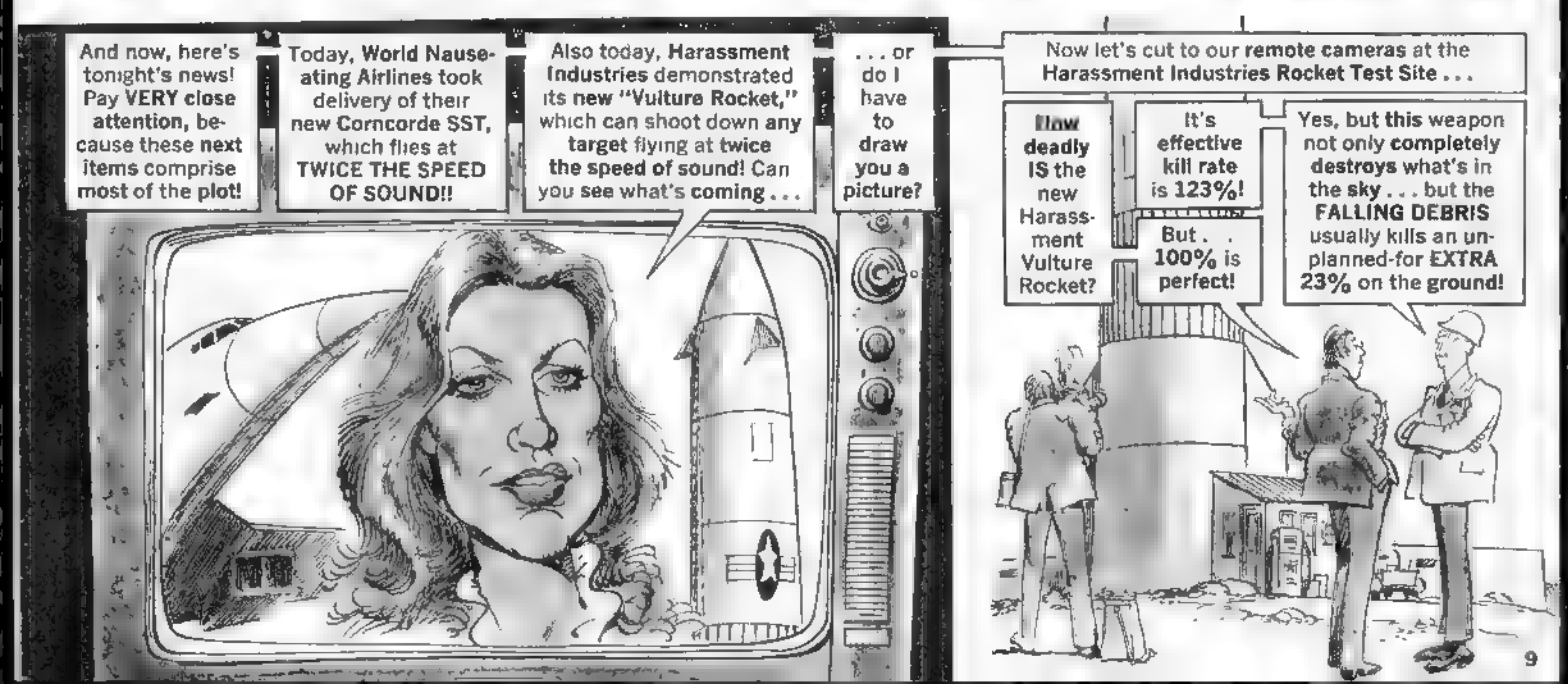
JUST PLANE NONSENSE DEPT.

"Another 'Airport' movie?!" you say. "Haven't they run out of ideas?" you ask. Sure! They ran out of ideas three "Airports" ago! But that didn't stop them from making . . .

THE CORNCORDE AIRPLOT '79

ARTIST: MORT DRUCKER WRITER: DICK DE BARTOLO


Look at those idiots in that hot air balloon! It's a radical environmental group . . . trying to save an endangered species!!
You mean, like birds?
No, like PEOPLE!!
Well, here it comes! World Nauseating Airlines' brand new Corncorde SST!
I HOPE it's brand new! I mean, you can't tell! It's not in a box, or gift-wrapped, or anything!
So World Nauseating has selected you as the pilot of their first Corncorde, eh, Baloney? ! I guess you've had a lot of jet-plane experience!
Oh, yeah! I was involved in the first 747 bomb blast . . . I helped out in the first 747 mid-air collision . . . and I was on hand when the first 747 sank in the ocean!
No WONDER they want you to fly a plane made outside the U.S.!
Let someone ELSE take the blame for a change, eh!?
STOP TH CONCORDE
Corncorde
WORLD NAUSEATING AIRLINES
WORLD NAUSEATING CATERERS
ROAST BEEF
FROGS LEGS
KOSHER


And now, here's tonight's news! Pay VERY close attention, because these next items comprise most of the plot!
Today, World Nauseating Airlines took delivery of their new Corncorde SST, which flies at TWICE THE SPEED OF SOUND!!
Also today, Harassment Industries demonstrated its new "Vulture Rocket," which can shoot down any target flying at twice the speed of sound! Can you see what's coming . . .
. . . or do I have to draw you a picture?
Now let's cut to our remote cameras at the Harassment Industries Rocket Test Site . . .
How deadly IS the new Harassment Vulture Rocket?
It's effective kill rate is 123%!
But . . 100% is perfect!
Yes, but this weapon not only completely destroys what's in the sky . . . but the FALLING DEBRIS usually kills an unplanned-for EXTRA 23% on the ground!

I came to see you because I have proof that Harassment Industries has been selling its weapons to America's enemies all over the world for the past 15 years! And if anybody knew I was here, they would KILL ME!!

Come now . . . it's just your imagination!

One thing you gotta say about this guy . . . he's got GREAT IMAGINATION!

BLAM! BLAM! BLAM!

A man came to me and said he had proof—documents—that show you have been selling weapons to enemies of this country!

Oh, Darling, don't be ridiculous! There are NO SUCH DOCUMENTS! Er—by the way . . . he didn't happen to GIVE you these "no such" documents, did he??

It's blackmail, that's all! Big Business is like that kid's game!

No, "Monopoly"! My company is negotiating to buy Boardwalk and Park Place right now! I mean, I HAVE everything I want already! I have three homes, two cars, a private jet . . what MORE could I possibly want??

Er—"King of the Mountain"...?

World domination?

WHO SNITCHED?!?

I would like to say America is great!

No! Someone stole my camera!

I did, but IT was stolen!

Because . . . in Russia, a person is never even able to OWN a camera or luggage!!

Coach Marxist, did you take a lot of pictures while you were here?

Er—Coach Marxist, do you have any luggage??

If your camera and luggage were stolen, why do you still think America is so great . . . ?!?

GATES 10-20

Doritos

USSR

Haggie has the no-such documents! How hard would it be to re-program the Vulture Rocket to a new target?

There are a million back-up systems and fail-safes! Security is everywhere! NASA is watching us! The Air Force—radar—

How long?!

About two minutes!

This heart is for my Son! We've got to get it into the air as quickly as possible!

Before it dies??

No, before the donor finds out! We took it without his permission! He was sleeping in the airport lounge!

HUMAN HEART TRANSPLANT

We have a malfunction of the Vulture Rocket! It has altered its course, and is now headed directly for the World Nauseating Airlines' Corncorde!

I thought you said this new weapon of yours was 100% accurate!

It may be wiping out the wrong target, but it'll do it with 100% accuracy!

Tell me something, Mefriend, do they make tiny Corncordes?
No, the only Corncordes made are the size of the one we're in!
I was afraid of that!!
In that case, WE'RE UNDER ATTACK!!
Fasten your seat belts, folks! I have to make a few minor course adjustments!
If these are "MINOR course adjustments," let's hope he doesn't have to make any MAJOR adjustments!!
This is ridiculous! I always used to travel by ship! Then, I took a cruise, and the ship turned upside down! I came on this plane to get away from those horrible memories!
We've lost the missile for a while, anyway! But it'll find us again! Got any thoughts?
Hide behind a cloud and keep very quiet!
Too late! Here it comes again!!
Hang on!!
We should have taken a DC-10! We would have been better off!
How do you think I feel?!? I'm the President of this Airline! I OWN this plane! I sure hope it came with a WARRANTY . . . because I'm returning it for a refund!
Reprogramming the Vulture Rocket failed! I want you to use every means possible to wipe that Corncorde out of the sky! I want to see my girl Haggie DEAD!!
Boy, when you've had a lover's quarrel, you become a REAL MEANIE!!
Now THERE'S a friendly jet fighter pilot! We're going too fast to wave at each other so he's shooting off a "HELLO" flare . . .
A "Hello" flare?! That's a heat-seeking missile! He's attacking us!!
Oh, no!!
Er . folks, it's "minor adjustment" time again!
Since those are heat-seeking missiles, I bet I could divert them by shooting this flare gun out the window!
Baloney, you're a bigger idiot than I thought! We're flying at 1400 miles an hour . . . and YOU want to OPEN the window?!
Boy, that was hairy! We lost all our engine power in that dive to avoid the missile, but we pulled out just before we hit the ocean! Tell me, Mefriend, how close did we come to the water?
Let me put it this way: You know that long nose on our plane? Well, at the end of it are two bass, a sailfish, an octopus and a moray eel!
Corncorde

Captain Baloney, the port side reverse thrusters are GONE!!

We'll have to make a landing with the brakes full on! They'll put nets across the runway to try to stop us, and all the Emergency Units will be on full red alert!

What does THAT mean??

But that's the way I ALWAYS land!

NO WONDER no one ever uses these courts! This is some noisy place!

Yeah, they built it too close to the airport!!

Concorde

5

This Concorde landed here in Paris just long enough for me to place this Automatic Cargo Door Opener aboard!

It's also known by another name!

An Automatic Cargo Door Opener?!? Gee, I never heard of THAT before!

A BOMB!

Concorde

I—I just heard an EXPLOSION!

It felt just like a BOMB went off!

It figures!! So far, the ONLY THING on this plane that has worked properly turns out to be a BOMB!!

BLAM!

Captain Baloney . . . I called you back here because there's a man in the aisle, and he refuses to move!

Did you tell him he belongs in his seat . . . ?

That's the problem! He IS in his seat! Only his SEAT is in the AISLE! I—I think the plane is COMING APART!!

This PLANE is COMING APART!!

So's the PLOT!!

We'll have to make an emergency landing! We're over the Alps, and I know just the spot . . . an area big enough to LAND this baby!

Does it have a tower and lights?

Isn't it preposterous enough that I know a place in the Alps big enough to land this plane?! You want a tower and lights too?

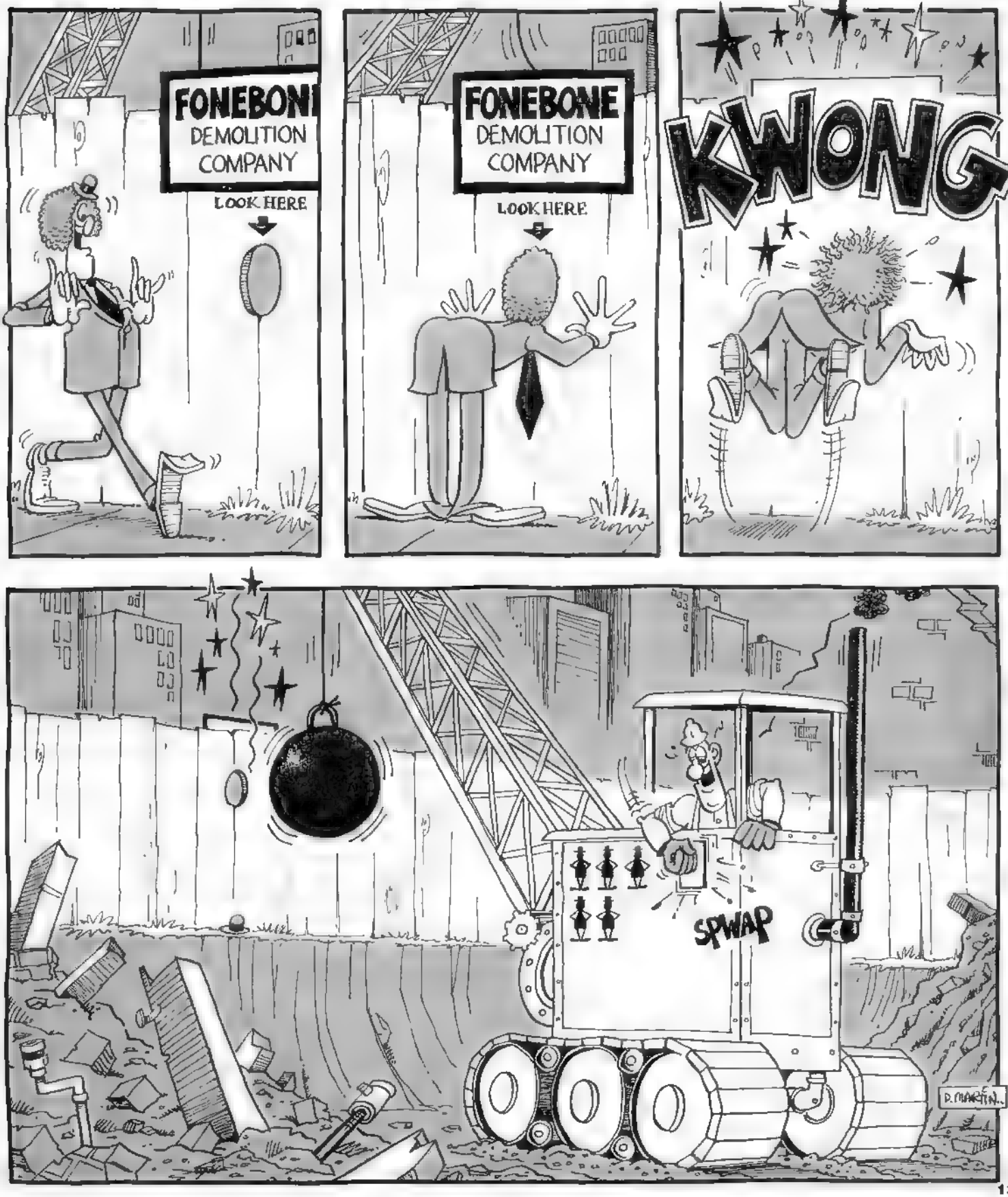
Poor Captain Baloney . . . sob . . . sob . . . it's just AWFUL!!

What are crying for? Baloney is ALIVE!

I KNOW!! That's why I'm crying! Now, the studio will force him to make "Airplot '80"! The poor man . . . sob!!

Concorde

ONE FINE DAY DOWNTOWN WHILE PASSING A CONSTRUCTION SITE



NEW YENTAPRISES DEPT.

One of the most successful magazines to come along in recent years is "PEOPLE Weekly" magazine. The main problem with it, though—as MAD sees it—is that it limits itself mainly to Show Business and

"People weekly"

FOR OTHER SPE

CRIME People weekly

July 16, 1980 75¢

TWELVE CUNNING FLORAL ARRANGEMENTS FOR TRUMAN CAPOTE'S NEXT VISIT TO YOUR CELL

NEXT YEAR'S FASHION FORECAST FOR THE DISCRIMINATING MAFIOSA
Gray Flannel, Gucci, And Portland Cement

●●●

Behind The Scenes At A Cosa Nostra SWITCH PARTY:
GINO VALENTI SWAPS DETROIT FOR JERSEY CITY, AND MUCH, MUCH MUCH MORE

●●●

AN EXCITING PREVIEW OF THE GREAT NEW FALL LINE OF JUDGES AND POLICE CHIEFS—
Think Before You Buy!

■■■

The Ten Best Contracts Of 1979

●●●

HALF AN EXCLUSIVE INTERVIEW WITH HIT-MAN ALDO "DUM-DUM" SIMONELI BY THE LATE NICK "BLABBER" DI POLUCCI

ARTIST JACK RICKARD

OFFICE People weekly

July 16, 1980 75¢

PART 3 IN OUR REVEALING SERIES ON "MODERN BUSINESS PRACTICES"
Easing An Overaged Vice-President Out Of His Office Without Really Firing Him

A PLEA FROM THE U.S. EMPLOYMENT SERVICE:
Help The Handicapped . . . Hire A Gentile Accountant

***

Ace Filing Clerk Edna Dabney Lists Her Five Favorite Bosses (In Alphabetical Order):
SIDNEY VLECK, CALVIN GROSS, ED ZEBB, MARVIN SPREEN, NED HOLUM AND AARON AAMES

%%%

MIRACLE ON 34th STREET
Macy's Billing Clerk Dan Sfortz Replaces Bottle On Water Cooler . . . and *Doesn't* Get A Hernia

***

Ad Executive Ed Grubber's Incredible Experience:
"I WAS STUCK ON AN ELEVATOR BETWEEN THE 19TH AND 20TH FLOORS WITH MY SECRETARY . . . AND LIVED! (HOO-BOY, DID I LIVE!!)"

%%%

ALSO IN THIS ISSUE:
CPA Abe Semel's 1978 Tax Forms . . . And Other Great Words Of Fiction

ELDERLY People weekly

July 16, 1980 75¢

EXCLUSIVE:
THE SURPRISE WEDDING OF 92-YEAR-OLD OIL TYCOON HARRY EPPIS AND 25-YEAR-OLD MODEL TERRI MAPES
The Reception The Ceremony The Wedding Night The Future and Much, Much More

CONFESSIONS OF AN 89-YEAR-OLD SWINGER
"I Slept With Three Women In One Night And Didn't Wake Up Once!"

★ ★ ★

THE HEARTBREAK OF BIG-TIME SHUFFLEBOARD

★ ★ ★

Leon Blenz Speaks Out On The Shortcomings Of Polydent:
"MGWWF DRGF GWRRFRT GRMMPRFG GLB"

★ ★ ★

A DINING DELIGHT FOR THE GRAY GOURMET:
The Many Marvels of Mush

★ ★ ★

"I SPENT 25 DAYS IN A JUNGLE EATING NOTHING BUT TREE BARK AND LIVED!"
One Octogenarian's Ordeal Of Life In New York City On A Fixed Income

Entertainment folks, with just a smattering of The Arts and Politics. We at MAD feel that many other important groups in this country are being totally ignored. Which is why we suggest they also publish

MAGAZINES

CIALIZED GROUPS

RELIGIOUS

People weekly

July 16, 1980 75¢

THE LAST WORD ON SEX FROM POPE JOHN PAUL II: NO!

The Agonies Of A Born-Again Christian: "I WAS BAPTIZED IN LAKE ERIE AND FOUND GOD IN MY HEART AND AN APPLE CORE IN MY FACE"

Sammy Davis, Jr. Speaks Out on Energy, World Peace, The Future Of Mankind, And His Forthcoming Bar Mitzvah

A Tireless Smut-Hunting Churchman Reveals. "I SAW 'DEEP THROAT' 14 TIMES . . . AND I *STILL* SAY IT'S SINFUL"

"MORMONS AND MORONS": An Uplifting Look At Donny And Marie's Many-Faceted Television Audience

Confessions Of A Reformed Parishioner: "HOW I KICKED A DOLLAR-A-DAY BINGO HABIT, AND FOUND HAPPINESS . . . PLAYING BLACK JACK IN ATLANTIC CITY

Meet This Week's Man Of The Cloth: SWINGING REVEREND TOMMY DINSDALE OPENS HIS OWN MEN'S FASHION BOUTIQUE IN NEWPORT

MEDICAL

People weekly

July 16, 1980 75¢

GOOD NEWS FROM THE SURGEON GENERAL: "I'm Down To Two Packs A Day"

A Johns-Hopkins Surgeon Speaks Out On Open-Heart Surgery: "Yiccech!"

The Sad Confessions Of A Deviate: "I TRIED TO MAKE AN OBSCENE PHONE CALL TO A NEW YORK DOCTOR . . AND WAS PUT ON 'HOLD' FOR FIVE YEARS"

Administering Emergency Readings To Stricken Christian Scientists

REVELATIONS OF AN AWED PATIENT: "I Told My Proctologist What To Do With His Bill— And He Did It Beautifully"

YOUR MODERN PHYSICIAN IN ACTION: Who Says House Calls Are Dead?

WRITER: LARRY SIEGEL

ARMED FORCES

People weekly

July 16,1980 75¢

LATEST EXCITING BATTLEFIELD PHOTOS

Marine Drill Sgt Karl Shtup Puts His Platoon Through Basic Training Exercises At Camp Pendleton, Maryland

THE MIDDLE EAST: A POWDER KEG THAT COULD LEAD TO WORLD WAR III . . . IF WE PLAY OUR CARDS RIGHT

★ ★ ★

The New Mess Hall Staple: **SOUL FOOD** AND OTHER BIZARRE EFFECTS OF THE ALL VOLUNTEER ARMY ON SERVICE LIFE

★ ★ ★

"MY LIFE IN CLEVELAND— OUR NATION'S CAPITAL" The Exciting New Memoirs Of The Head Of Army Intelligence

★ ★ ★

THE MIRACULOUS RESCUE OF ADMIRAL JAMES FLUBBER: "I Was Lost And Half-Starved For 22 Days In An Impenetrable Corridor Of The Pentagon"

★ ★ ★

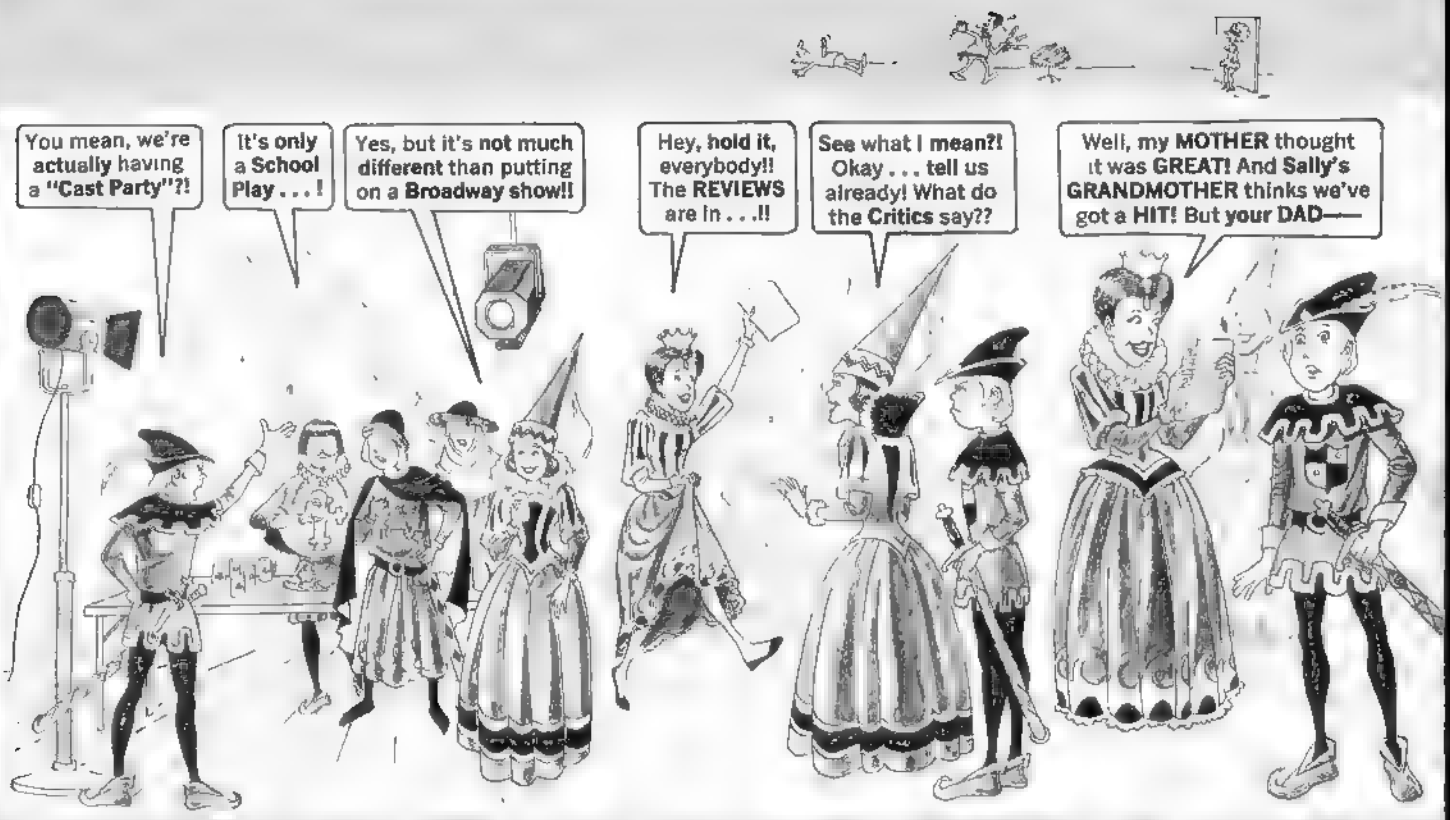
Colonel Mike Coughlan's Strange Medical Problem: "I HAVEN'T BEEN SEXUALLY AROUSED SINCE I LAST BOMBED HAIPHONG"

SURPRISE!
HAPPY BIRTHDAY!
We planned this party for weeks!
Speech!! Speech!!
Hold it, everybody! The Birthday Boy is gonna speak!
Dear friends and relatives! I must admit that this is the absolutely . . . without a doubt . . . BIGGEST SURPRISE I have ever had in my entire life!
Because my Birthday isn't until NEXT MONTH!!

BERG'S-EYE VIEW DEPT.

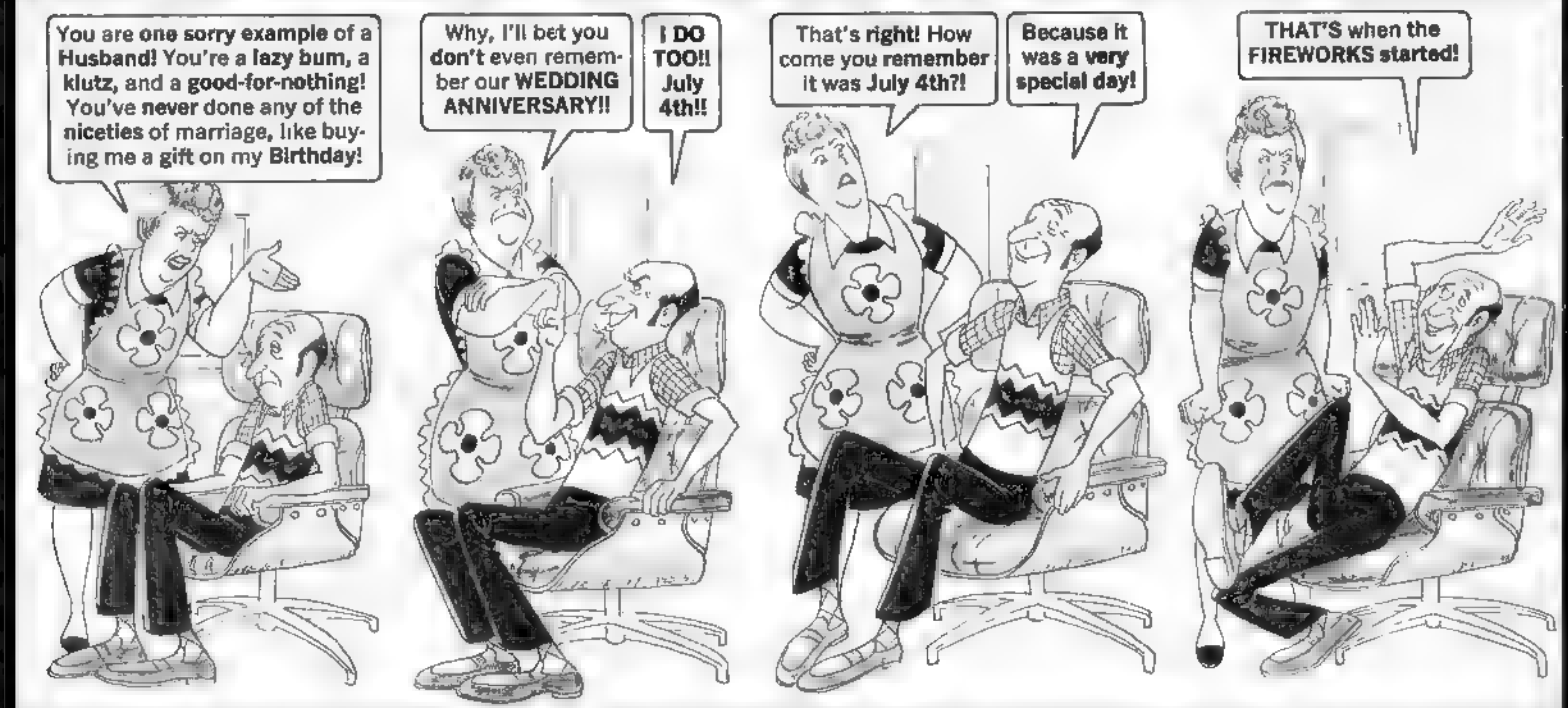
THE LIGHTER SIDE OF... CEL

There he goes with his camera again! Whenever we're invited to Roger Kaputnik's house for an occasion, he invariably drags out his stupid camera!!
I CAN'T STAND it when he starts doing that! Those flashes are always going off and BLINDING me!!
By the way, Roger . . . what's the occasion?! What are we celebrating this time . . .?
I got a NEW CAMERA!!

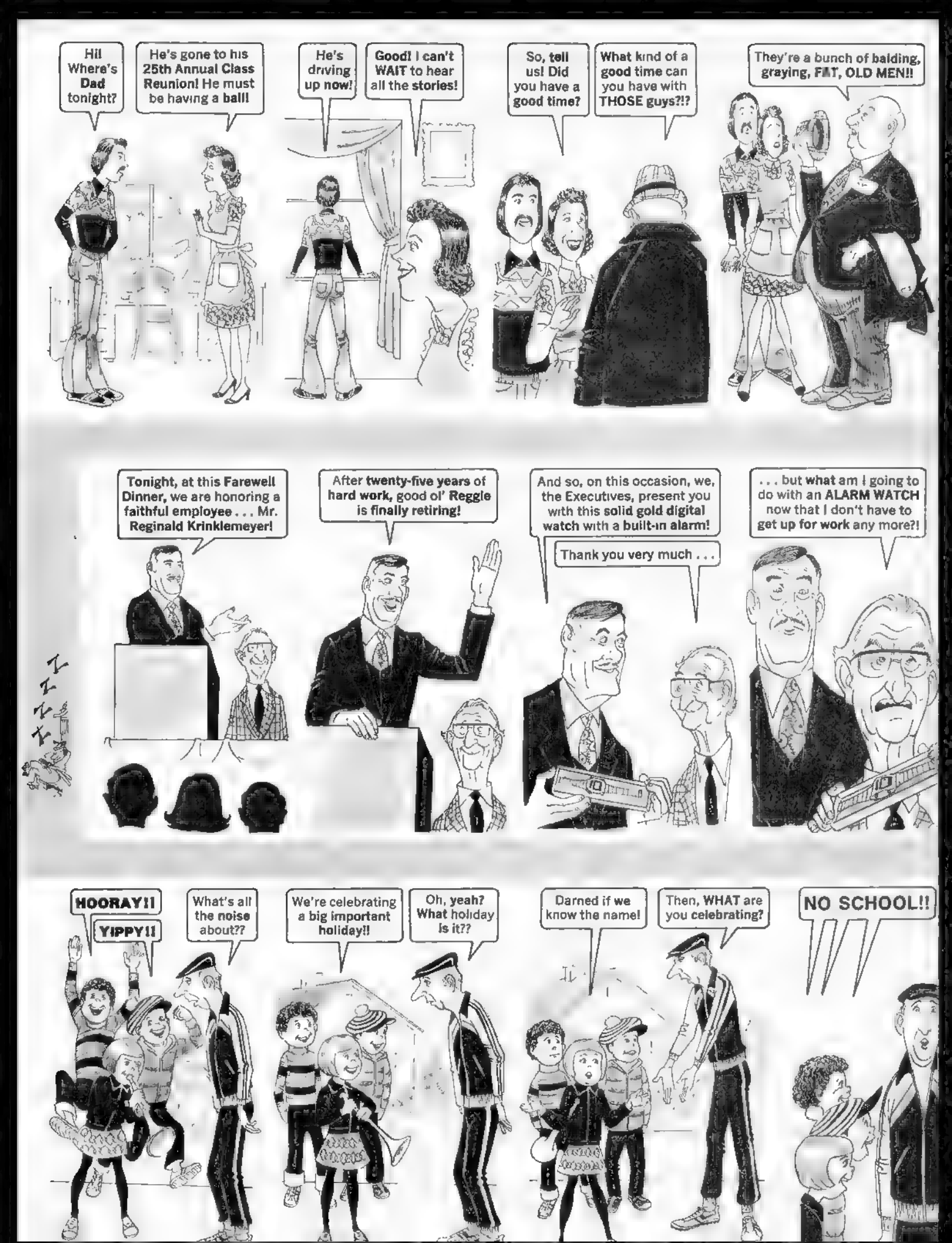

You mean, we're actually having a "Cast Party"?!
It's only a School Play . . . !
Yes, but it's not much different than putting on a Broadway show!!
Hey, hold it, everybody!! The REVIEWS are in . . .!!
See what I mean?! Okay . . . tell us already! What do the Critics say??
Well, my MOTHER thought it was GREAT! And Sally's GRANDMOTHER thinks we've got a HIT! But your DAD——

EBRATIONS

ARTIST & WRITER
DAVE BERG


You are one sorry example of a Husband! You're a lazy bum, a klutz, and a good-for-nothing! You've never done any of the niceties of marriage, like buying me a gift on my Birthday!
Why, I'll bet you don't even remember our WEDDING ANNIVERSARY!!
I DO TOO!! July 4th!!
That's right! How come you remember it was July 4th?!
Because it was a very special day!
THAT'S when the FIREWORKS started!

Here's the FINAL COUNT . . .! We won the THIRD DISTRICT!!
CLAP CLAP
We won the FIFTH, SIXTH and EIGHTH DISTRICTS!!
YIPPI!
CLAP CLAP
And we ALSO WON the TENTH, ELEVENTH and FIFTEENTH DISTRICTS!!
YAHOO! WHOOPEE!
CLAP CLAP CLAP
But we LOST the ELECTION!
Where are you going, all dressed up like that?
To Mary Lou's "Engagement Party" . . .!
Thank goodness you have at least ONE FRIEND who's getting LEGALLY MARRIED, instead of living in SIN with some no-good creep!
Just as soon as I get these TWO PRESENTS wrapped, I'll be ready to go!
TWO PRESENTS?! Why TWO PRESENTS??
It's also a "BABY SHOWER"!
There's no furniture! The phone hasn't been turned on yet! The electricity hasn't been turned on yet!
And there's absolutely no heat! I'm freezing my tush off! What the heck are we DOING here, anyway . . .?!?
Having a HOUSE WARMING!


Hi! Where's Dad tonight?
He's gone to his 25th Annual Class Reunion! He must be having a ball!
He's driving up now!
Good! I can't WAIT to hear all the stories!
So, tell us! Did you have a good time?
What kind of a good time can you have with THOSE guys?!?
They're a bunch of balding, graying, FAT, OLD MEN!!
Tonight, at this Farewell Dinner, we are honoring a faithful employee . . . Mr. Reginald Krinklemeyer!
After twenty-five years of hard work, good ol' Reggie is finally retiring!
And so, on this occasion, we, the Executives, present you with this solid gold digital watch with a built-in alarm!
Thank you very much . . .
. . . but what am I going to do with an ALARM WATCH now that I don't have to get up for work any more?!
HOORAY!!
YIPPY!!
What's all the noise about??
We're celebrating a big important holiday!!
Oh, yeah? What holiday is it??
Darned if we know the name!
Then, WHAT are you celebrating?
NO SCHOOL!!

First, we'll need more flags and a bigger sign!
Then, we'll order in some hors d'oeuvres, cake and wine!
What's the big deal?! Why the celebration?! Lots of stores go out of business these days!
Going Out of Business SALE
But this is also an ANNIVERSARY!
Of what?
This is the FIFTH YEAR of our "GOING OUT OF BUSINESS SALE"!
You've got an invitation to a party to celebrate Charlie McGilla's promotion to V.P.!
I'm NOT GOING!!
What are you SAYING!?? He's your BEST FRIEND!
Some friend!
When you broke your leg, he was there to help! When you lost your job, he was there to help! When you had a fire in your house, he was there—
THAT's what I MEAN!!
That guy is always bringing me BAD LUCK!
We had a Graduation Party last night! Five kids got drunk and passed out!
Oh, my gosh . . .!
Then, six kids got zonked on grass and two O-D-ed on pills! We had to call an ambulance!
Oh, my heavens . . .!
Then, eight jocks crashed the party and got into a big fight with our guys, and the Police came and arrested ten people!
Oh, my goodness . . .!!
It was the BEST DARN PARTY I ever went to!!
David Berg

GIVIN' 'EM A RIBBIN' DEPT.

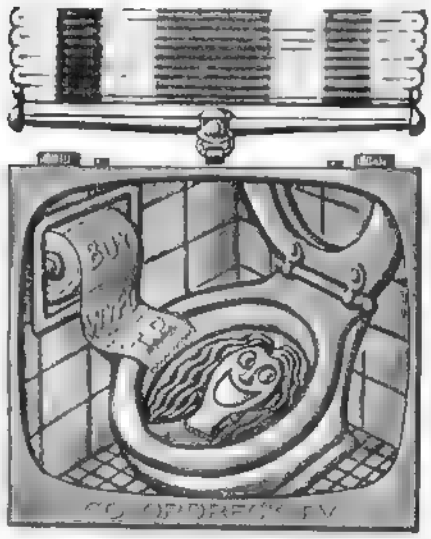
Why restrict the awarding of medals to the military? After all, Civilians perform heroic acts while fighting life's daily battles as well! Let's recognize them with

THIS ISSUE'S PROPOSED MAD MEDALS

ARTIST & WRITER AL JAFFEE

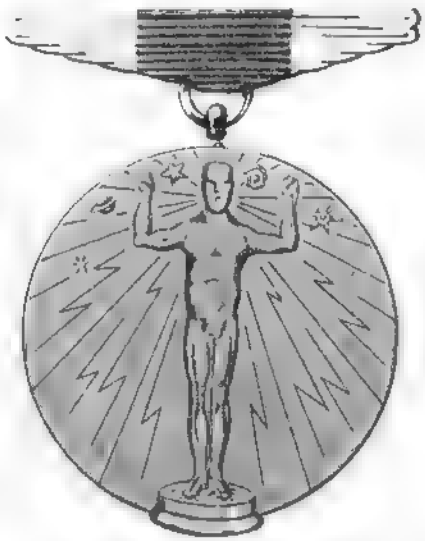
. . . TO BE PRESENTED TO DESERVING ACTORS

THE BANKROLL ROLE MEDAL



For bravely undergoing years of basic training in classic theater in order to turn out convincingly persuasive and highly profitable TV commercials.

THE AWKWARD "OSCAR" AWARD

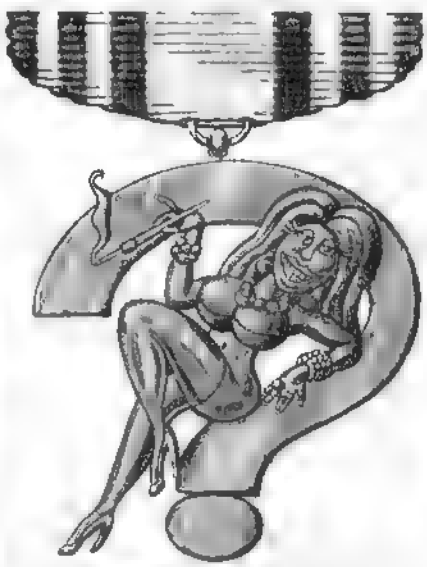


For gallantly awakening and stunning a captive audience by making an inflammatory political acceptance speech at a televised "Academy Awards" ceremony.

THE RINGS OF THE LATTER MEDAL

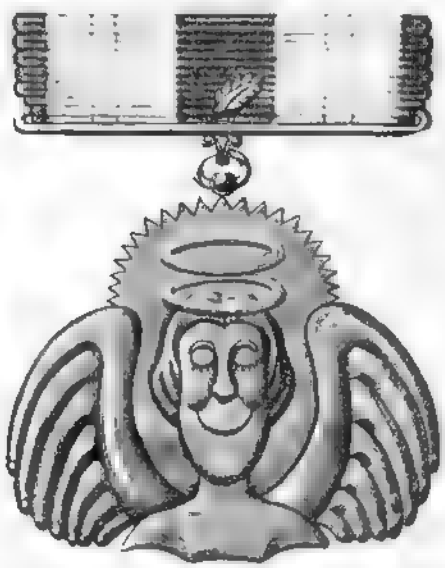
For heroically marrying and divorcing any number of famous and/or notorious people for publicity, resulting in the upward movement of recipient's career.

THE MYSTERY GUEST CITATION



For not having worked at acting in 15 years, yet still be able to maintain an ostentatious Beverly Hills mansion and life style by going on talk shows and boring us with tales of an ostentatious Beverly Hills mansion and life style.

THE HOLIER THAN ANYONE MEDAL



Awarded to all Actors who generously donate their time to TV Charity Telethons . . . and then eloquently entertain everyone with news about their forthcoming movies, books, plays, TV shows, concerts and bar mitzvah appearances.

ARTIST & WRITER: AL JAFFEE

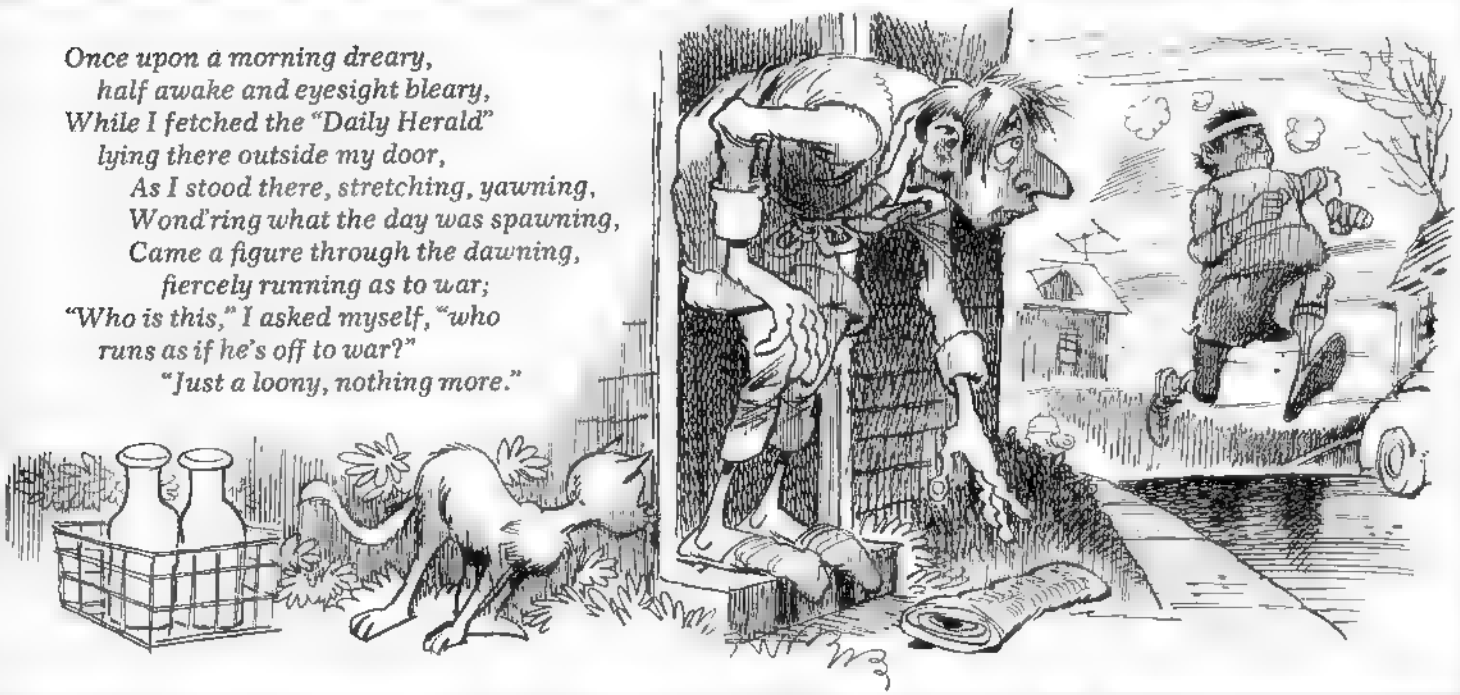
RAVIN' MANIAC DEPT.

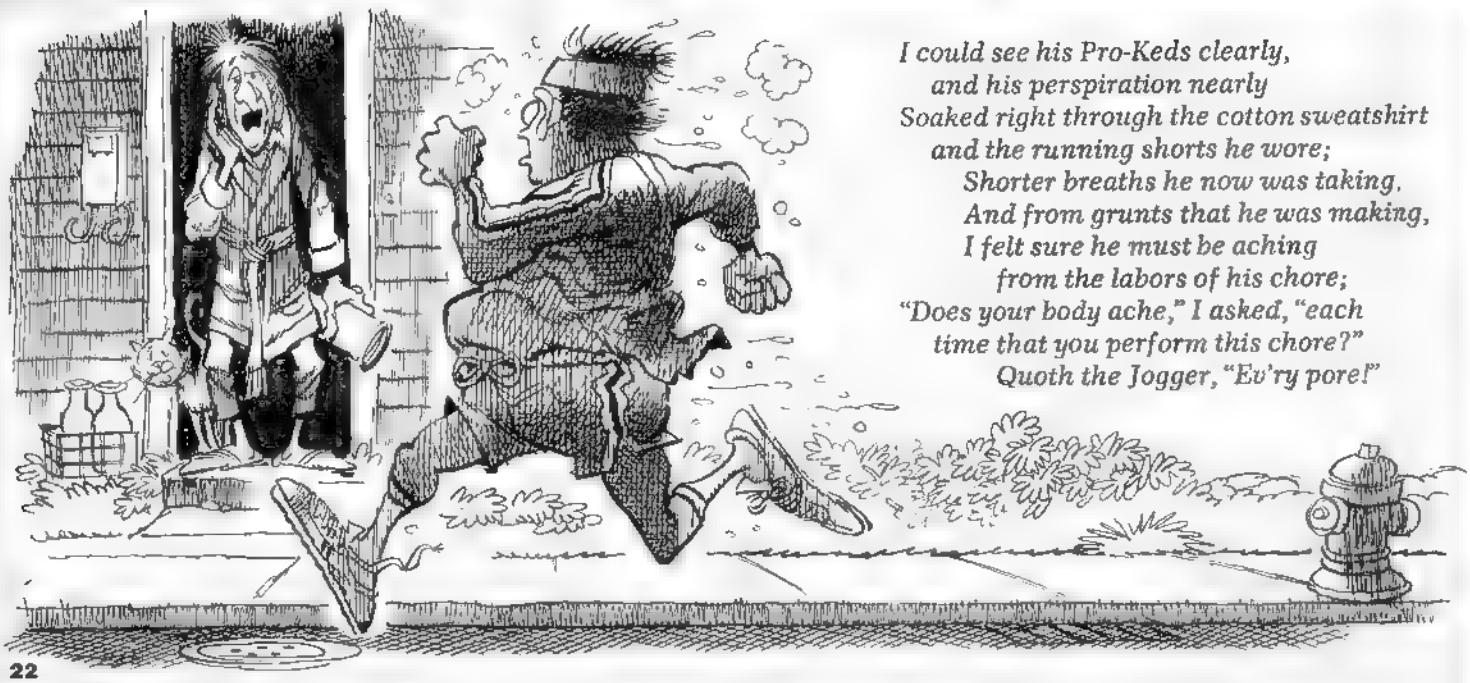
Many years ago, Edgar Allan Poe concocted a celebrated poem about a lonely creature who, for mysterious reasons, came out of nowhere to appear suddenly at weird hours. Poe called this creature "The Raven," probably the strangest bird in all of literature. Today, there's another creature who, for equally mysterious reasons, also comes out of nowhere to appear suddenly at weird hours. Meet this strangest of modern birds, as MAD presents . . .

THE

ARTIST: JACK DAVIS

Once upon a morning dreary,
half awake and eyesight bleary,
While I fetched the "Daily Herald"
lying there outside my door,
As I stood there, stretching, yawning,
Wond'ring what the day was spawning,
Came a figure through the dawning,
fiercely running as to war;
"Who is this," I asked myself, "who
runs as if he's off to war?"
"Just a loony, nothing more."





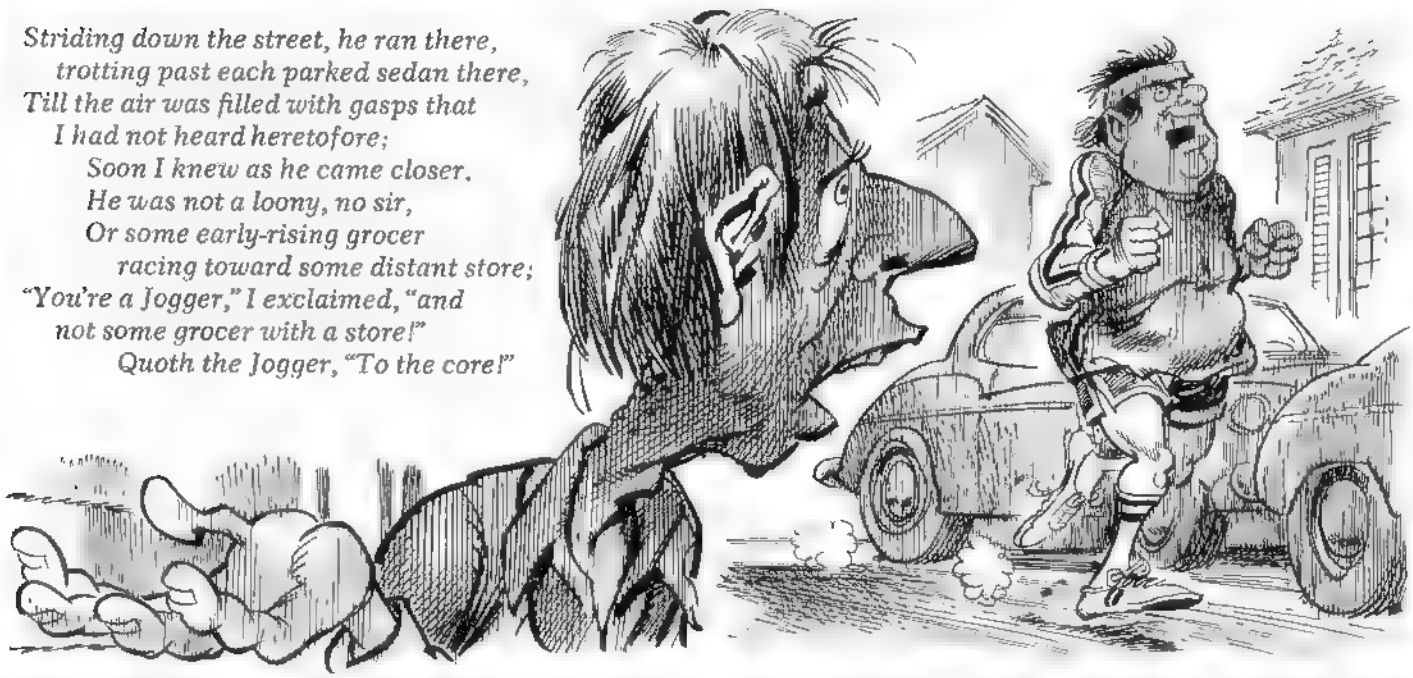
I could see his Pro-Keds clearly,
and his perspiration nearly
Soaked right through the cotton sweatshirt
and the running shorts he wore;
Shorter breaths he now was taking,
And from grunts that he was making,
I felt sure he must be aching
from the labors of his chore;
"Does your body ache," I asked, "each
time that you perform this chore?"
Quoth the Jogger, "Ev'ry pore!"

JOGGER

WRITER: FRANK JACOBS

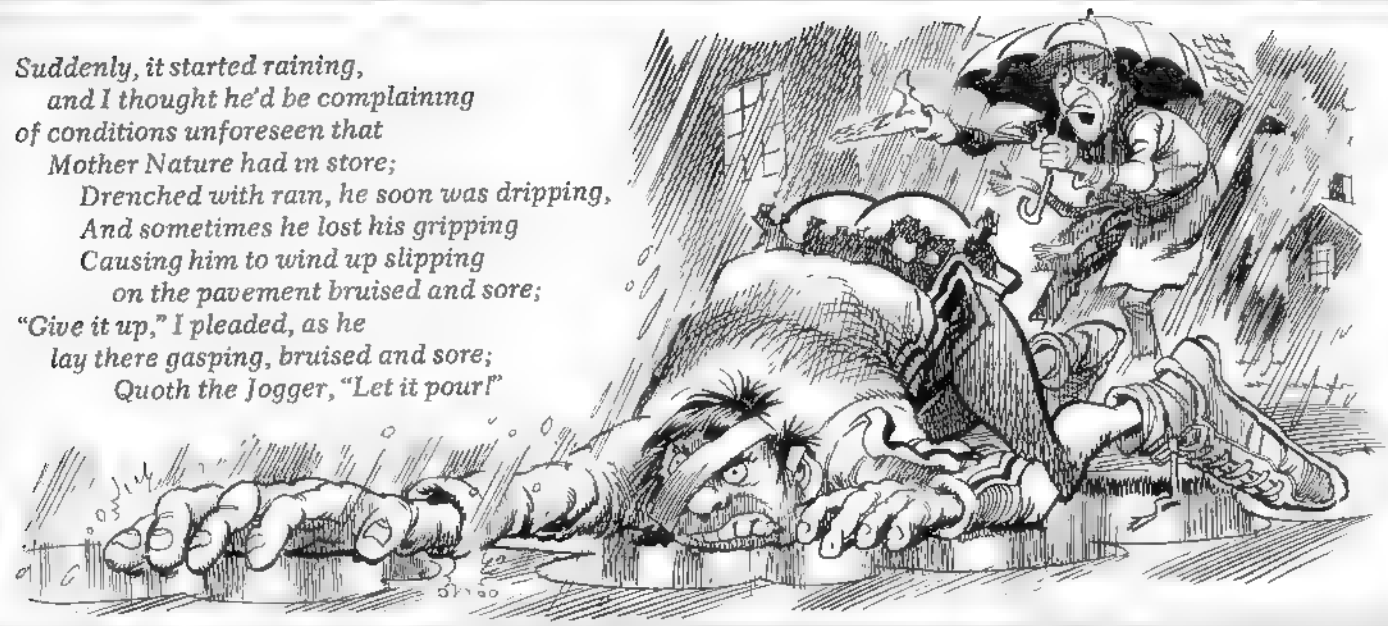
WITH APOLOGIES TO EDGAR ALLAN POE

Striding down the street, he ran there,
trotting past each parked sedan there,
Till the air was filled with gasps that
I had not heard heretofore;
Soon I knew as he came closer,
He was not a loony, no sir,
Or some early-rising grocer
racing toward some distant store;
"You're a Jogger," I exclaimed, "and
not some grocer with a store!"
Quoth the Jogger, "To the core!"



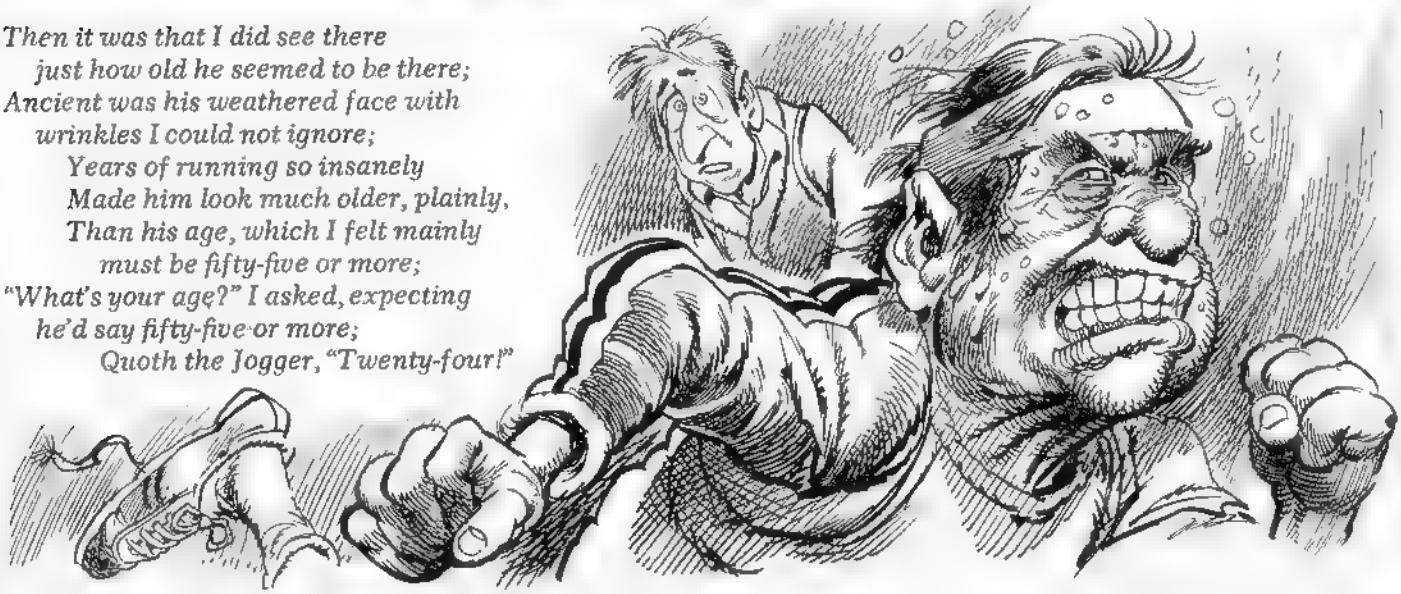
Round the block he now was veering,
then quite soon was reappearing,
Battered, scarred and bleeding in a
state most people would deplore;
Ev'ry garment he was wearing
Now was either ripped or tearing;
Furthermore, his legs were bearing
signs of toothmarks by the score,
"What on earth," I asked, "has caused these
signs of toothmarks by the score?"
Quoth the Jogger, "Dogs galore!"

Suddenly, it started raining,
and I thought he'd be complainng
of conditions unforeseen that
Mother Nature had in store;
Drenched with rain, he soon was dripping,
And sometimes he lost his gripping
Causing him to wind up slipping
on the pavement bruised and sore;
"Give it up," I pleaded, as he
lay there gasping, bruised and sore;
Quoth the Jogger, "Let it pour!"



On and on, he did continue,
straining ev'ry bone and sinew,
Round the block and back again
until each passing was a bore;
"Hey," I asked him, "aren't you done now?
"Surely this can't be much fun now;
"Fifteen miles or more you've run now
since I've been here, keeping score:
'Isn't that enough?" I uttered,
as I stood there, keeping score;
Quoth the Jogger, "Just one more!"

Then it was that I did see there
just how old he seemed to be there;
Ancient was his weathered face with
wrinkles I could not ignore;
Years of running so insanely
Made him look much older, plainly,
Than his age, which I felt mainly
must be fifty-five or more;
"What's your age?" I asked, expecting
he'd say fifty-five or more;
Quoth the Jogger, "Twenty-four!"



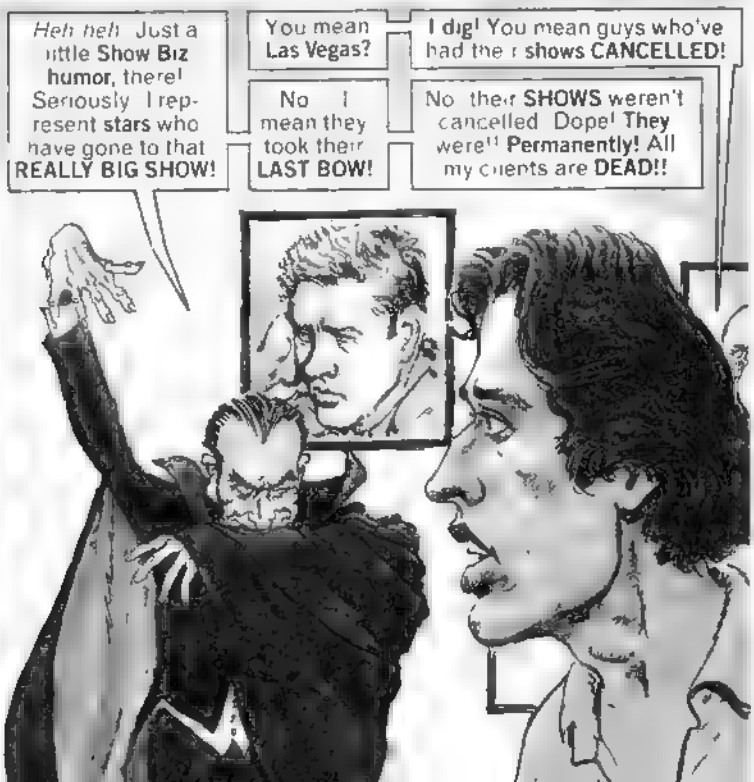
TOMB BOOM DEPT.

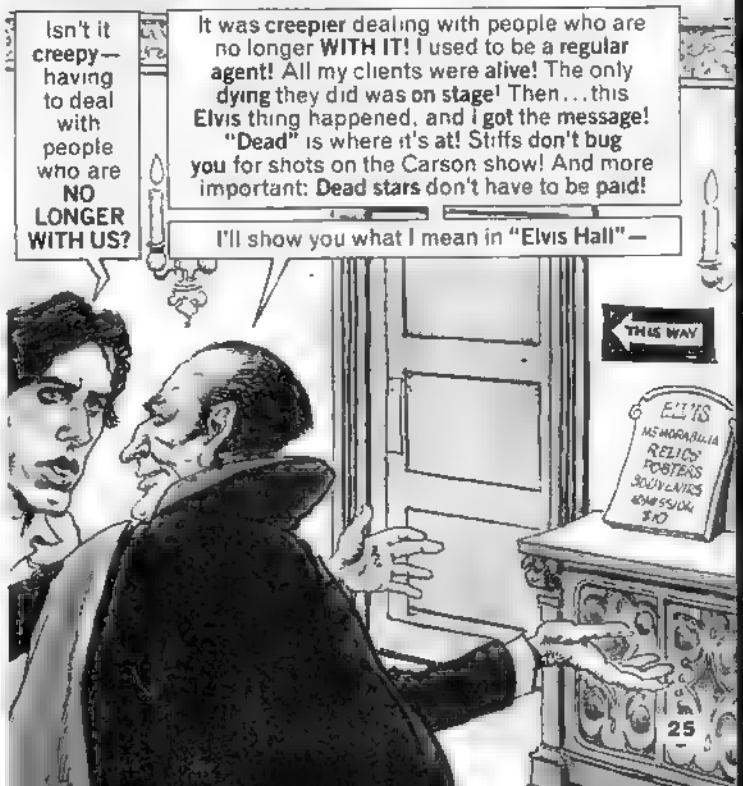
Hi! I'm **John Revoltya, "Superstar"!** The reason I'm conductin' one of these **stupid MAD interviews** is to tap **another faucet.** I mean **facet.** of my amazin' talent! I'm here today to interview **Mr. Klone Ghoul,** who has recently been chosen as

MAD'S "NECROMANIA AGENT" OF THE YEAR

Welcome to the "R.I.P. Agency," Mr. Revoltya!
What's R.I.P. stand for...? Rest In Peace?
No. . Reap In Profits!
Before we get started, Mr. Ghoul, I'm sure a lot of people, includ-in' me, don't know what "NECROMANIA" means...!
It means "fascination with the dead"!
Are you a VAMPIRE?
Aren't ALL Agents?!
R.I.P. TALENT AGENCY

ARTIST: HARRY NORTH, ESQ. WRITER: LOU SILVERSTONE


Heh heh. Just a little Show Biz humor, there! Seriously I rep-resent stars who have gone to that REALLY BIG SHOW!
You mean Las Vegas?
No. I mean they took their LAST BOW!
I dig! You mean guys who've had their shows CANCELLED!
No their SHOWS weren't cancelled Dope! They were!! Permanently! All my clients are DEAD!!


Isn't it creepy— having to deal with people who are NO LONGER WITH US?
It was creepier dealing with people who are no longer WITH IT! I used to be a regular agent! All my clients were alive! The only dying they did was on stage! Then... this Elvis thing happened, and I got the message! "Dead" is where it's at! Stiffs don't bug you for shots on the Carson show! And more important: Dead stars don't have to be paid!
I'll show you what I mean in "Elvis Hall"—
THIS WAY
ELVIS MEMORABILIA RELICS POSTERS SOUVENIRS ADMISSION $10

Now, I ask you: Is this not a beautiful sight?!
What's so beautiful about a bunch of groupies, crying?
Not the CRYING, schmuck! The BUYING! THE BUYING!
But can't you be sued by the Presley estate for selling all this Elvis Presley stuff?
WHAT Elvis Presley stuff?!? This is all Elvis SHLOCK... my newest discovery! He looks like Presley, he sounds like Presley, he acts like Presley and he dresses like Presley but he's genuine SHLOCK!
If all these records, pictures, souvenirs and mementos are of Elvis SHLOCK... how come I dont see his NAME anywhere?!
It's there! Right under the six-inch high "ELVIS"! See the 1/16th-inch high type? Use the magnifying glass!!
ELVIS'S GREATEST HITS
As Recorded By John "Elvis" Shlock
Oh, I know what you're thinking... that if something happens to Elvis Shlock.. THEN where would I be?!?
That's NOT what I was thinking at all!!
Well, you're not too bright! If you were, you WOULD have been thinking that! But to answer the question, let's look in here at my "ELVIS ACADEMY"...
You ain't nuthin' but a pound dog...
Don't be cruel to a heart that's goo...
Love my tender lovely stew...
Prease ...get offa my brue sway shoes...
What's that? A Chinese Elvis?
So I'll send him to the ORIENT! What do them gooks know?!?
Is Elvis the only live act —if you'll pardon the expression— you're doing?
No, I've got all the biggies Judy, Janis, the Jims—Hendrix and Croce, Buddy Holly... If they've HAD it, I HAVE it! I'm even branching out into non-musical acts! Catch this...
Take THAT, you dirty rotten @#$½!
Who's that cruel woman supposed to be?
You're looking at a preview of the new "Joan Crawford LIVES Show"!!
And that's a scene from one of her famous movies?
No, it's a scene from her INFAMOUS biography! The S & M freaks will love it!

Doesn't it bother you ... sitting around... waiting for a big star to croak??

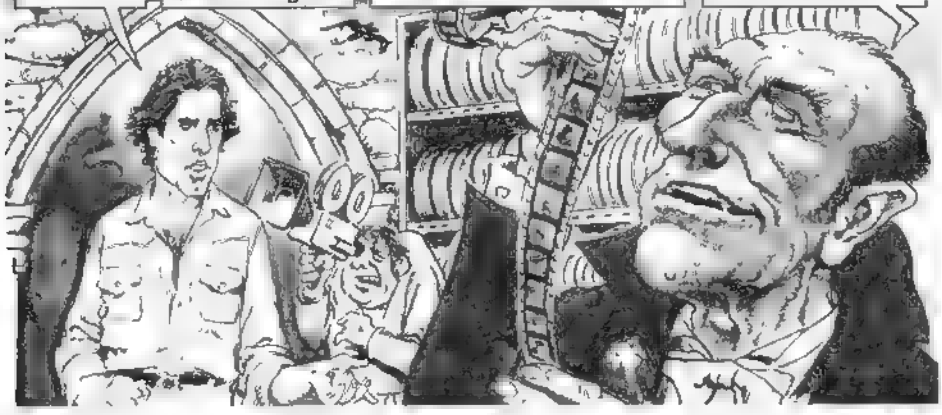
I manage to keep busy while I'm waiting! Like in here! This is my "Film Morgue"!

Hmm! It figures!

By keeping an active film library on all the biggies, if somebody drops dead today, I can be ready with a TV Special on them tonight!

That sounds SICK to me!!

What sick?! That's a Public Service!! The TV Viewers get turned on seeing a dead celebrity on the tube before he's even buried!!



You know what makes me sick? "Beatlemania"! I mean, doing the Beatles BEFORE they're dead!!

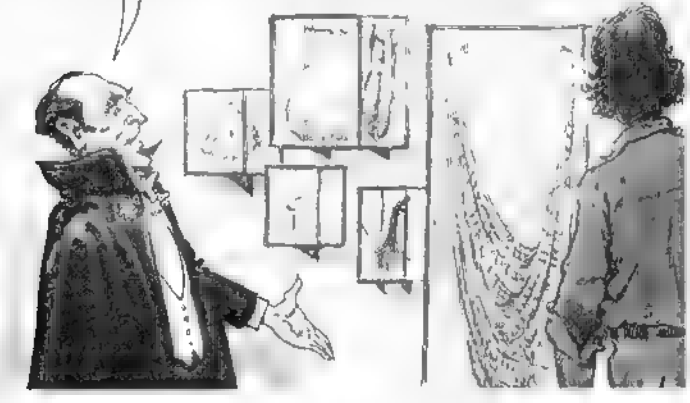
You get sick because it's in such bad taste?

No... I get sick because I didn't think of it first!

This is "Posterity Promenade," my gold mine of the future! It's chock full of priceless treasures that are soaring in value by the minute! Here's a Kleenex used by Streisand, a barf bag used by Kiss, a lens from John Denver's glasses, a lock of Neil Diamond's hair, and this was used by Dolly Parton...

I know she's BIG ...but this is ridiculous!!

That's her HAMMOCK, shmendrick!



I don't get it! Everyone that you mentioned s alive and well!

Nobody's immortal! Like the Boy Scouts say, "Be Prepared"!

What's this? A model of a graveyard??

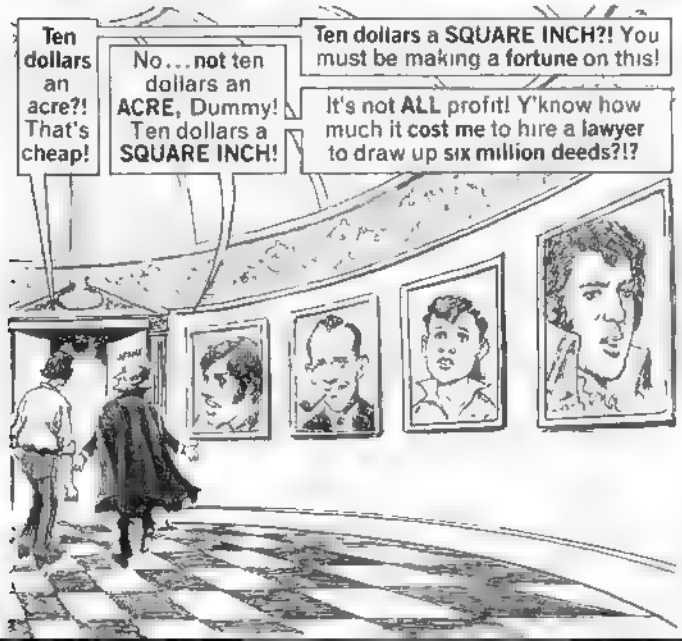
Something even more valuable! A swamp—I mean—a farm that once belonged to a relative of James Dean! I'm selling it for $10 a parcel!

Ten dollars an acre?! That's cheap!

No... not ten dollars an ACRE, Dummy! Ten dollars a SQUARE INCH!

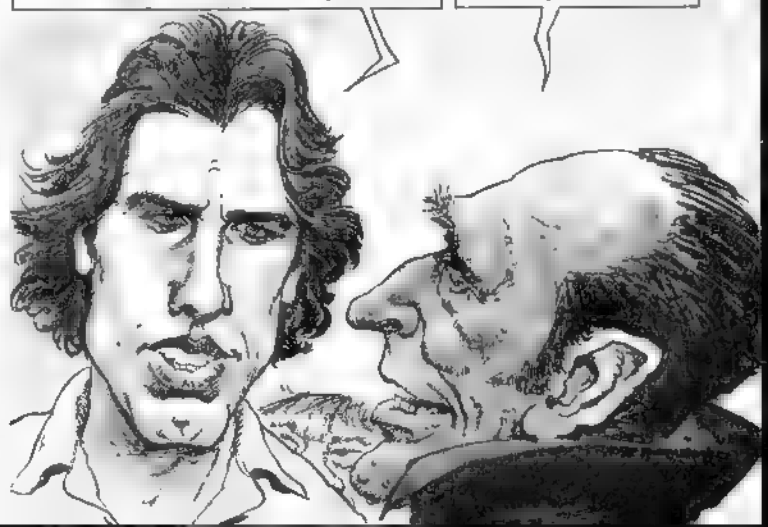
Ten dollars a SQUARE INCH?! You must be making a fortune on this!

It's not ALL profit! Y'know how much it cost me to hire a lawyer to draw up six million deeds?!?



You mean there are six million crazies willing to shell out good bread for a square inch of swamp! Barnum was right! There IS a sucker born every minute!

Barnum was ALL WET! There are HUNDREDS of suckers born every minute!!



Mr. Ghoul, you gotta help me—or I'm gonna kill myself!
A client left over from the old days!
NOW, he wants to kill himself!
SCHMUCK!! Why didn't you think of that when you had the Number One record?! I could've made you immortal! Now the way your discs sell, you might as well LIVE!!
I'm desperate, Ghoul! Nobody even remembers my big hit record anymore!
What WAS it?!?
It was —uh— Gee... I don't even remember it!!
Well, gi'me a call when you DO! I'm putting on my big "Golden Oldie" show soon... and maybe I can fit you in!
I knew you'd come through for me, Ghoul! Thanks!
That was very thoughtful of you to help that young man out, Mr. Ghoul!
Help him out?! Don't be a chopped liver head all your life, Revoltya!
Nothing can be more depressing to these one-shot talents than to get another chance with an old success!
It's a guaranteed "Over-dose" trip! And we know who'll be there to pick up the pieces, eh?
Now this last room will really blow your mind...
You mean ... the bathroom?
The "JOHN"—bagel brain, refers to YOU...
JOHN
Heyyy! I'm Vinnie Barbarino!
Who...? What...? Why...? Huh...?
Grease is the word...
Stayin' alive, stayin' alive...
Hey!! They're doin' ME!!
Like I said... you never can tell! so look both ways when you cross the street goin' home tonight
...or I just might make 10 million bucks TOMORROW!!
This is—ulp—John Revoltya ...signing off for MAD! See ya around... I HOPE!!

DON MARTIN DEPT. PART III

ONE SATURDAY AFTERNOON DOWNTOWN

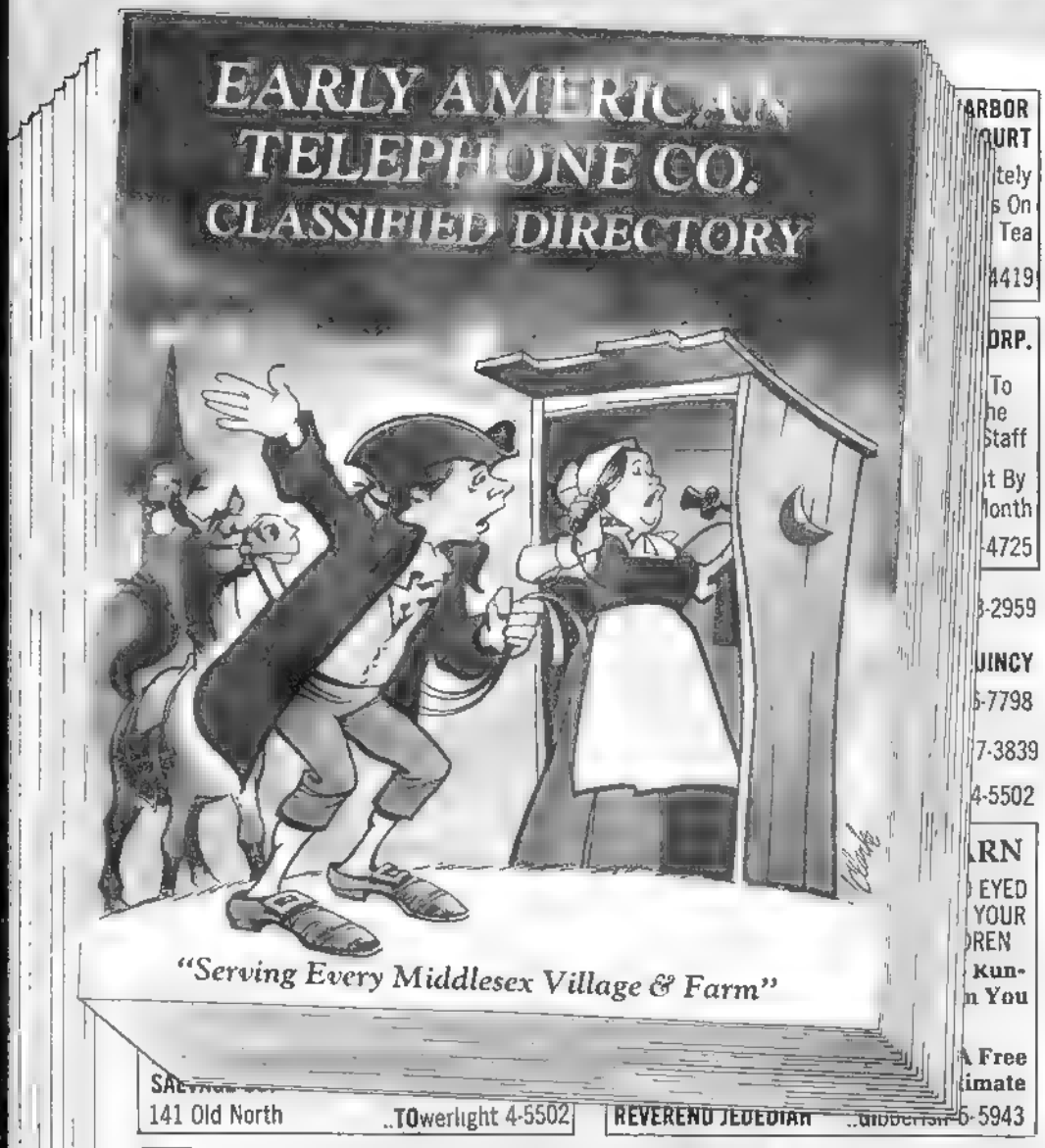
Hi, Herb! This is Frank! Listen, can you come over this afternoon and help me help my Sister move?
What?!? Again?!? That's the second time this month!
I can help it, Herb! She doesn't like where she is!
Well, O.K.! But this is the LAST TIME!
D MARTIN

BYGONE BUY-GONES DEPT.

Despite all the books written about major events in history, we still know very little about the way our ancestors lived their normal, every-day lives. That's because the world didn't have Classified Telephone Directories in the past. And

STILL MORE YELLOW PA

ARTIST: BOB CLARKE



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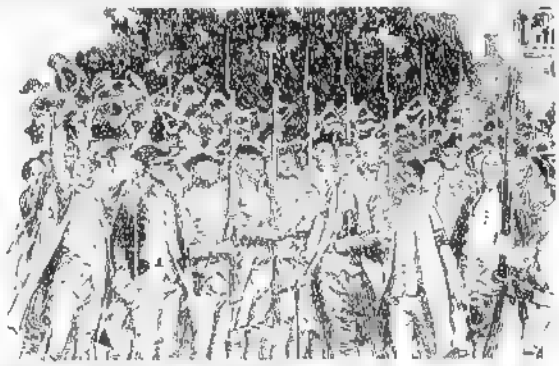

Hessian Mercenary Brigade Recruiters 457 Pottsdam Pike
For More Information, Don't Chust Shtand There, Fool!
Phone AChtung 4-7977

there's no substitute for reading The Yellow Pages to find out how a community lives and works. So let's suppose that the telephone had been invented in Colonial Times, and phone books appeared a few months later. Here is a MAD look at

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WRITER: TOM KOCH

*THIS IS PART IV OF A CONTINUING SERIES AND, THANK GOD, WILL PROBABLY BE THE LAST.

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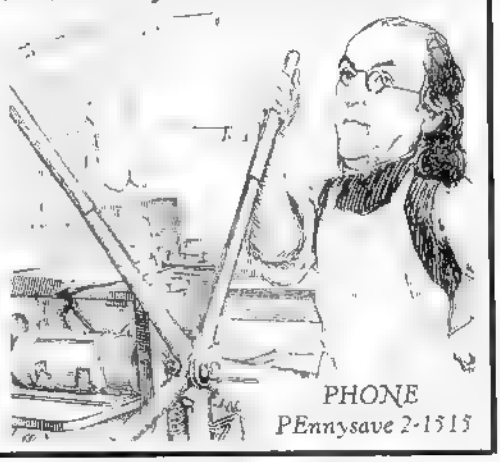

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GRINDING THE AXIOM DEPT.

Have you ever wondered *why* it rains every time you wash your car? Are you puzzled *why* the warranty on your TV runs out the day before your picture tube blows? The answer is obvious! We are all at the mercy of mysterious, unstated laws that have the power to make the young feel old, the wise look foolish and the strong turn into mush! In other words, we're all subject to

MA

THE WAITING PRINCIPLE

Whichever line you pick to stand on, the other one moves faster.

WAITING PRINCIPLE COROLLARY

The moment you move to the faster line, it will start to move slower.

THE WINDFALL THEOREM

Any unexpected gift of money is immediately equalled in amount by an unexpected expense.

THE GYM-GOER'S MAXIM

The bulges on your body that you want most to get rid of are the ones least affected by exercise.

THE POSSESSION RULE

The more cherished the keepsake, the greater the chance it will be smashed beyond repair by your cleaning lady.

THE BICUSPID PRINCIPLE

The more excruciating the toothache, the more likely it will occur on the Friday evening before a long week-end.

D LAWS

ARTIST: PAUL COKER
WRITER: FRANK JACOBS

THE SINGLES LAW

No matter when you arrive at a party, the best-looking girls have been taken.

THE TV EQUATION

The better the show, the greater the need to go to the bathroom.

THE SATURDAY NIGHT THEOREM

When two girls come on to you and your buddy, the uglier one will go for you!

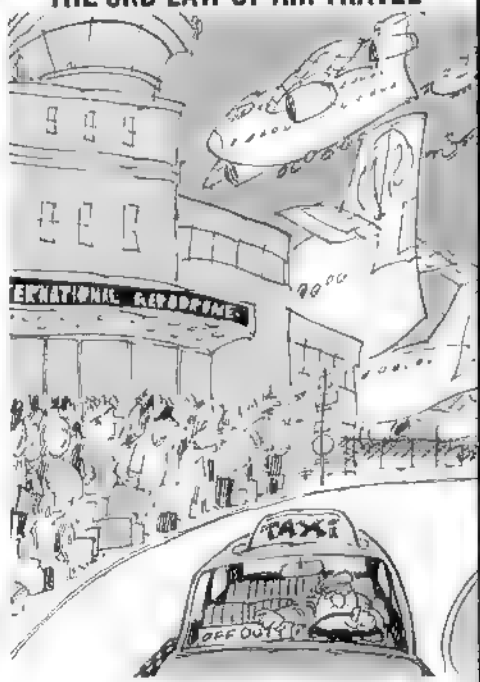
THE 1ST LAW OF AIR TRAVEL

The earlier you arrive at the airport for your flight, the later your flight will depart.

THE 2ND LAW OF AIR TRAVEL

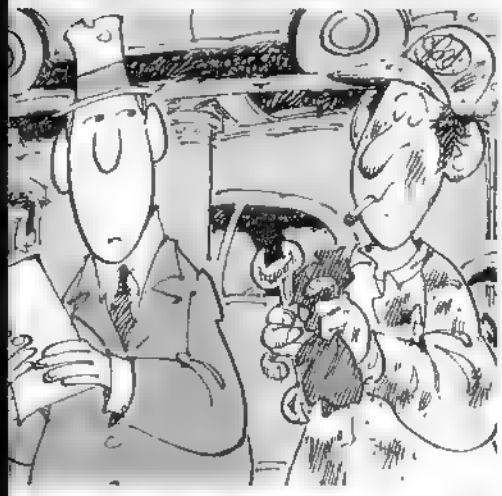
The amount of time saved by your plane arriving early at your destination is equal to the amount of extra time you have to wait for your luggage.

THE 3RD LAW OF AIR TRAVEL



The number of taxis at an airport is in inverse proportion to the number of flights arriving.

THE CAR OWNER'S AXIOM



Any repair bill below the mechanic's estimate indicates there was nothing seriously wrong with your car in the first place, and you're being cheated.

THE ESCAPE-THE-COLD AXIOM

The more you look forward to a Winter vacation in the sun, the more certain it is there will be more rain those 2 weeks than anyone there can remember.

THE LAW OF CONSULTATION

The chance of any two doctors giving a different diagnosis for the same symptoms becomes a virtual certainty when both doctors are "Specialists."

THE 1ST LAW OF HOME REPAIR

The most essential part of any article you repair is always discovered on the floor, after you put it back together.

THE 2ND LAW OF HOME REPAIR

The one tool essential to the completion of a project is the very same one borrowed by your neighbor last Spring.

THE 3RD LAW OF HOME REPAIR

The more irreplaceable that one tool, the more likely it is your neighbor moved away last month.

THE LAWYER'S FORMULA

The fee charged by a lawyer increases in direct proportion to the length of the name of the law firm he works for.

THE RESTAURANT CONSTANT

The desire for a certain dish on the menu is in direct proportion to the probability that they'll be out of it.

THE PRIME TIME PRINCIPLE

The higher the quality of two TV shows, the greater the probability they will be aired at the same time.

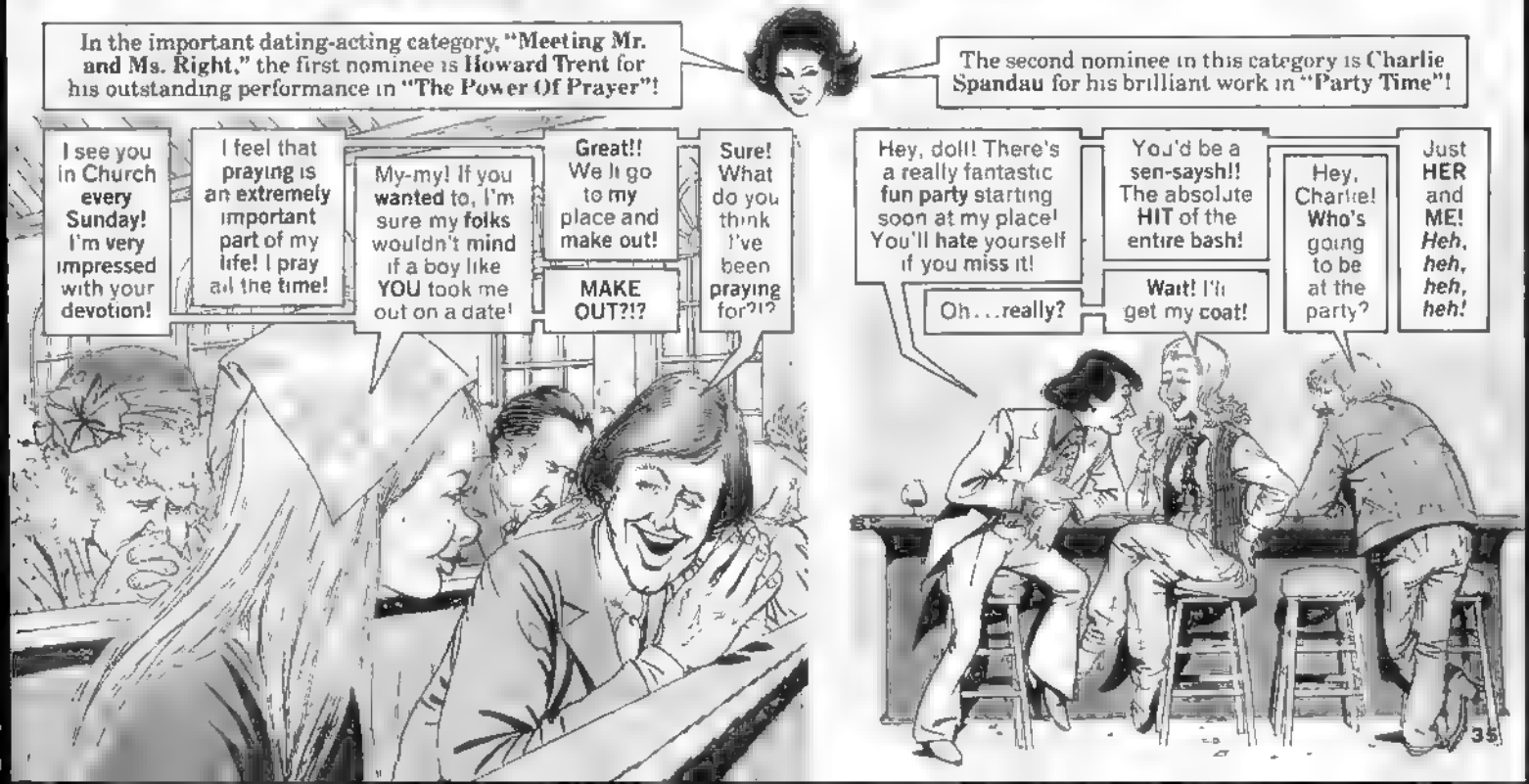
MAKIN' OUT-TAKES DEPT.

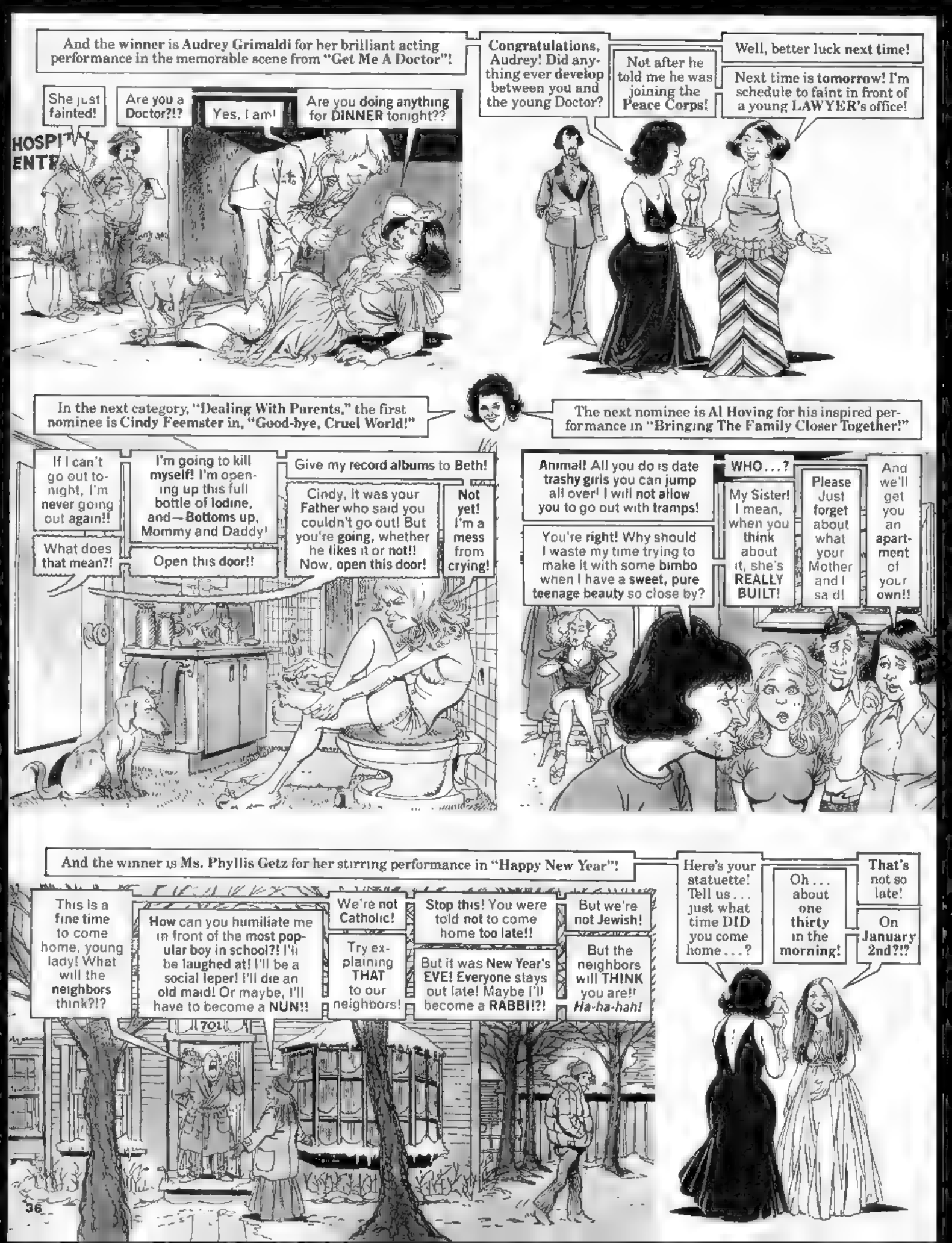
Live—from the flashy, overdone and completely tasteless ballroom of the popular "Cafe Whoopie," the notorious "Singles Only" club, this is Abigail Van Boredom, your Hostess for this evening's ceremonies! Yes, tonight, we are honoring those lovely people whose fabulous feats of "acting" rival the best that Hollywood has to offer! Who ARE these talented folks who give such great performances? They're the people involved in every aspect of that famous social ritual known as "Dating"! So without further ado, here is

MAD'S Academy Awards For Dating

ARTIST GEORGE WOODBRIDGE

WRITER STAN HART


In the important dating-acting category, "Meeting Mr. and Ms. Right," the first nominee is Howard Trent for his outstanding performance in "The Power Of Prayer"!
The second nominee in this category is Charlie Spandau for his brilliant work in "Party Time"!
I see you in Church every Sunday! I'm very impressed with your devotion!
I feel that praying is an extremely important part of my life! I pray all the time!
My-my! If you wanted to, I'm sure my folks wouldn't mind if a boy like YOU took me out on a date!
Great!! We'll go to my place and make out!
MAKE OUT?!?
Sure! What do you think I've been praying for?!?
Hey, doll! There's a really fantastic fun party starting soon at my place! You'll hate yourself if you miss it!
Oh...really?
You'd be a sen-saysh!! The absolute HIT of the entire bash!
Wait! I'll get my coat!
Hey, Charlie! Who's going to be at the party?
Just HER and ME! Heh, heh, heh, heh!


And the winner is Audrey Grimaldi for her brilliant acting performance in the memorable scene from "Get Me A Doctor"!
She just fainted!
Are you a Doctor?!?
Yes, I am!
Are you doing anything for DINNER tonight??
HOSPI
ENTR
Congratulations, Audrey! Did anything ever develop between you and the young Doctor?
Not after he told me he was joining the Peace Corps!
Well, better luck next time!
Next time is tomorrow! I'm schedule to faint in front of a young LAWYER's office!
In the next category, "Dealing With Parents," the first nominee is Cindy Feemster in, "Good-bye, Cruel World!"
The next nominee is Al Hoving for his inspired performance in "Bringing The Family Closer Together!"
If I can't go out tonight, I'm never going out again!!
What does that mean?!
I'm going to kill myself! I'm opening up this full bottle of Iodine, and—Bottoms up, Mommy and Daddy!
Open this door!!
Give my record albums to Beth!
Cindy, it was your Father who said you couldn't go out! But you're going, whether he likes it or not!! Now, open this door!
Not yet! I'm a mess from crying!
Animal! All you do is date trashy girls you can jump all over! I will not allow you to go out with tramps!
You're right! Why should I waste my time trying to make it with some bimbo when I have a sweet, pure teenage beauty so close by?
WHO . . . ?
My Sister! I mean, when you think about it, she's REALLY BUILT!
Please Just forget about what your Mother and I said!
And we'll get you an apartment of your own!!
And the winner is Ms. Phyllis Getz for her stirring performance in "Happy New Year"!
This is a fine time to come home, young lady! What will the neighbors think?!?
How can you humiliate me in front of the most popular boy in school?! I'll be laughed at! I'll be a social leper! I'll die an old maid! Or maybe, I'll have to become a NUN!!
We're not Catholic!
Try explaining THAT to our neighbors!
Stop this! You were told not to come home too late!!
But it was New Year's EVE! Everyone stays out late! Maybe I'll become a RABBI!?!
But we're not Jewish!
But the neighbors will THINK you are!! Ha-ha-hah!
Here's your statuette! Tell us . . . just what time DID you come home . . . ?
Oh . . . about one thirty in the morning!
That's not so late!
On January 2nd?!?
701

The next award for dating-acting is in the very popular category of "Living Together," and the first nominee is Rene Coleman for her performance in "How To Say 'No!' "

The second nominee is Jim Grunther for his portrayal of "A Meaningful Relationship!"

Hey, what do you say you move in with me?!?

I—I don't think so!

But, if we LIVE together, think of all the great things we could DO together!!

You're right! We could get up at six in the morning and jog five miles . . . play a few hours of tennis every night . . . and on week-ends, we could do cross-country skiing . . . or mountain climbing!

Forget it! I said I wanted to LIVE with you . . not DIE with you!

Having you move in was very important to me! You see, you're not just a casual relationship! You're much, much more! You're my friend, my confidant, my companion . . .

and your sleep-in maid!

And the winner is Freddy Sorenson for his very sensitive interpretation of "Hey, Freedom Is The Name Of The Game!"

Hey, funny face! I thought we had an open relationship! I thought it was okay if one of us wants to do something without the other one! We need our freedom, remember? So don't feel bad! Stop worrying! Do what you want to do, you won't be hurting me!

You're so understanding! I don't deserve you!

Well . . .

What was it she wanted to do, Freddy?

Spend one night a week with her best friend!

Well, you're very considerate . . .

That's 'cause I know how she feels! I've been spending one night a week with her best friend for six months!

In the category, "Breaking Up," the first nominee is Helen Hardigan for her "Let Me Count The Ways!"

The second nominee is Marcy Schoen in her dramatic rendition of " 'Tis A Far, Far Better Thing I Do!"

All you ever think about is making love!

That's 'cause I do it so well!

Maybe! But you're not as good as Al or Donald or Teddy or Eddie or Sy or my Home Room Teacher or the Varsity Football or Soccer or Lacrosse Teams!

Don't call me, and I won't call you!

I think I'm wrong for you Bryan!

Whadoya mean?!?

I take up too much of your time! You have such potential and I'm standing in the way! So I'm going to make a very painful sacrifice, and stop seeing you!

Hey, wait a second!!

No! You must think of your future! Your career is far more important than I am!!

My CAREER?!? As a "Box Boy" at Safeway?!?

But someday, who knows . . . maybe even a "Checker"! We can't fight destiny! It's bigger than both of us! I'll never forget you!!

And the winner is—Milty Longo, for his calculating and very bold performance in "Turning Her Off For Good With A Switch!"
That was a very shrewd move, Milty!
Yeah, but it backfired! She told everybody in school, and now I keep getting phone calls from the guys in the "Ballet Club"!
I can't see you every day like we've been doing, Nan! Maybe every OTHER day!
Is—is there another girl?
Silly! There could never be another girl for me!
Good! I was worried for—
It's a FELLOW! I could see him on Mondays, Wednesdays and Fridays . . and see you on Tuesdays, Thursdays and week-ends!
Take a long walk on a short pier, pal!
In the category, "Senior Citizen Dating," the first nominee is Edna Hellion for her "Breaking The News To The Children!"
And the second nominee is Freddy Belasco for his convincing portrayal of "The Big Shot!"
As you know, it's difficult for me to get by on my Social Security check! And I can't ask YOU for money as things are!
I'd love to give but I can't!
I know! So I met a man, and we've decided to pool our checks, and live together!
LIVE together?!?
He's thoughtful! He's a perfect gentleman! He'll be good company for me in my few remaining years!
Well . . . okay! I imagine, at his age, that his intentions are honorable!
God . . . I HOPE NOT!
I'm on the Board of Directors of three banks, I run five businesses, I own two condominiums, and I have a seat on the Stock Exchange! How about going out with me tonight?
Fine with me! What would you like to do?!?
Go Dutch!
And the winner is Mary Waltham for her convincing performance of shocked morality in the old cliché scene, "The Time Of Your Life!"
Congratulations, Mary! I'm really glad to see that you didn't let an abstract moral principle keep you from having a good time!
I got a great deal out of the relationship!
And what did HE get out of it?
A heart attack!
What is the meaning of this?
Well, I thought—
Sorry, but I'm not one for all this new-fangled permissiveness! I don't believe in being rushed into anyone's bed! I think that a relationship has to mature into something as intimate as that!
How much time do you think either of us has LEFT?!
Hmmmm! You're right!
Okay, let's register!
MOTEL
38

The final category, "Divorce Dating," is for outstanding performances by people while dating others who have been previously married! The first nominee is Fanny Pounders in "So Long, Smooth Talker!"
A gal like you deserves a guy like me! We'd make such sweet sounds together!
I don't think so! I'm no fun to be with! I wasn't any fun for my ex-Husband!
He just couldn't appreciate you! Takes a special kind of guy . . . and I'm special!
I don't know! We had three bad years of marriage before we split!
What were the grounds for your divorce?
Actually, it was an annulment! You see, I never allowed him to consummate our marriage! I didn't feel I knew him well-enough after only three years!
Uh . . . Hey, I'll see you aroun'!
The second nominee is Jack Kitch for his fantastic control in his painful scene while "Making Points With Her Kids!"
And the winner is . . . Wait! It's a tie! The winners are Harry Bork and Jean Bean for "One-Time Losers!"
My, my! What an energetic little tyke!
Ho-ho! What a protector he is, too!
Go ahead, enjoy yourself, kid! I don't believe in frustrating children!
Of course not, kid! I wouldn't hit you!
You're gonna take my Mommy away!
I'm gonna bite your finger off!
You won't hit me?
If I don't score with your Old Lady, I'll come back and KILL you!
CRUNCH
All my ex-Wife ever did was spend my money!
Thank you for understanding!
The cad!!
Some warmth some kindness!
Poor man!
All my ex-Husband ever did was complain about my spending his money!
Thank you! All I'd really like to do is find some happiness!
Some consideration . . some affection!
BUNNY
Congratulations! Say, I understand that you two got married! It's wonderful that you found each other!
Yeah, but it's not working out! We're still looking for some happiness . . .
Some warmth . . . some kindness!
Some consideration! . . . some affection!
Well, folks . . . that about wraps up this year's Academy Awards For Dating! As the house lights dim, and the happy winners and sad losers wend their way out of the "Cafe Whoopie," remember Abby's advice: When you feel like being a fink or a louse or a bull artist, it's always more satisfying if you share it with a date! 'Bye!
GW

BLIP-TEASE DEPT.

Ever notice how comic strip characters are just like real people, in that when they curse, it's always in the same old tiresome way...which in their case is something like this...

That's because they all use the old standard stereotype comic strip cursing symbols to blow off steam! And yet, there are thousands of other symbols (courtesy of @#$%¢&! Madison Avenue) which could be used more appropriately in given situations! We'll show you what we mean—and probably inspire you to do some creative cursing of your own when you finish the article—as MAD has a few familiar faces deliver

COMIC TO MA

...as a MOVIE-GOER

...as a TV-VIEWER

ARTIST: BOB CLARKE

...as a BILL-PAYER

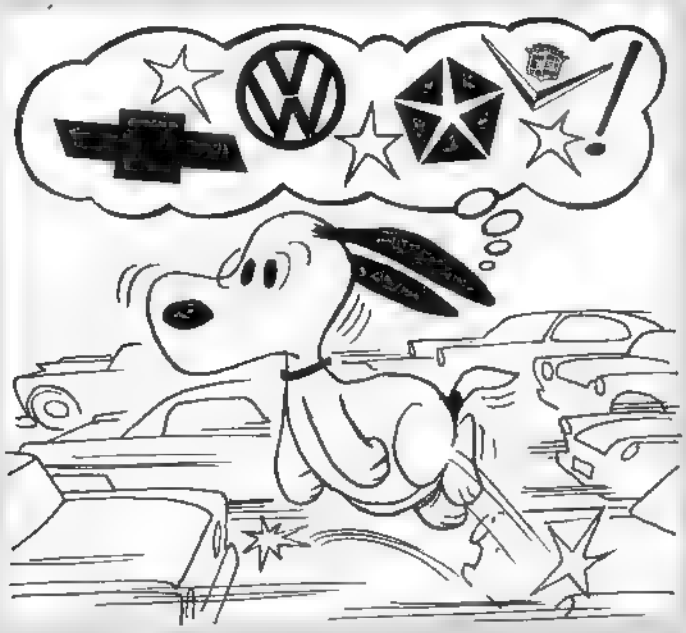
...as a POLICY-HOLDER

STRIP CURSING SYMBOLS
TCH A GIVEN SITUATION

...as a MOTORIST

WRITER HENRY CLARK

...as a PEDESTRIAN



...as a TOURIST

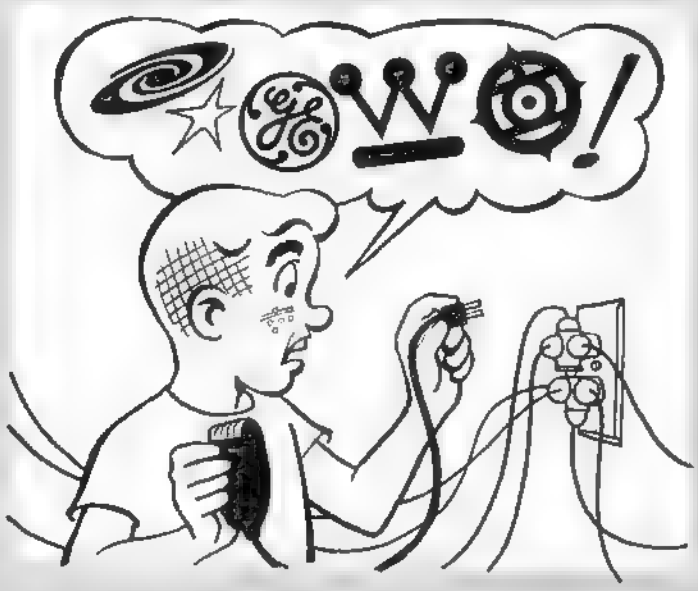
...as a HOSPITAL PATIENT

...as a SPORTS WIDOW (Winter)

...as a SPORTS WIDOW (Summer)

...as a FEMINIST

...as an APPLIANCE OWNER

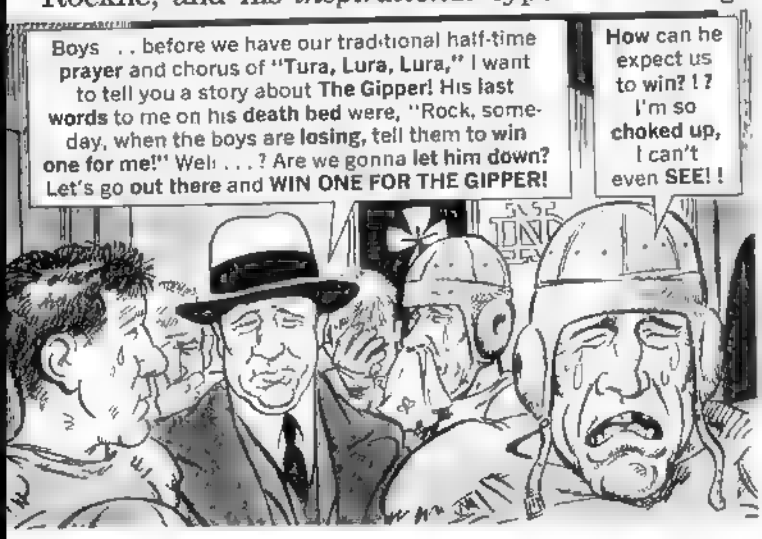


...as an ENLISTED MAN

...as a WEIGHT-WATCHER

BASKET CASES DEPT.

There have been many different types of Coaches throughout Sports history! Like the legendary Rockne, and his *inspirational* type of coaching!

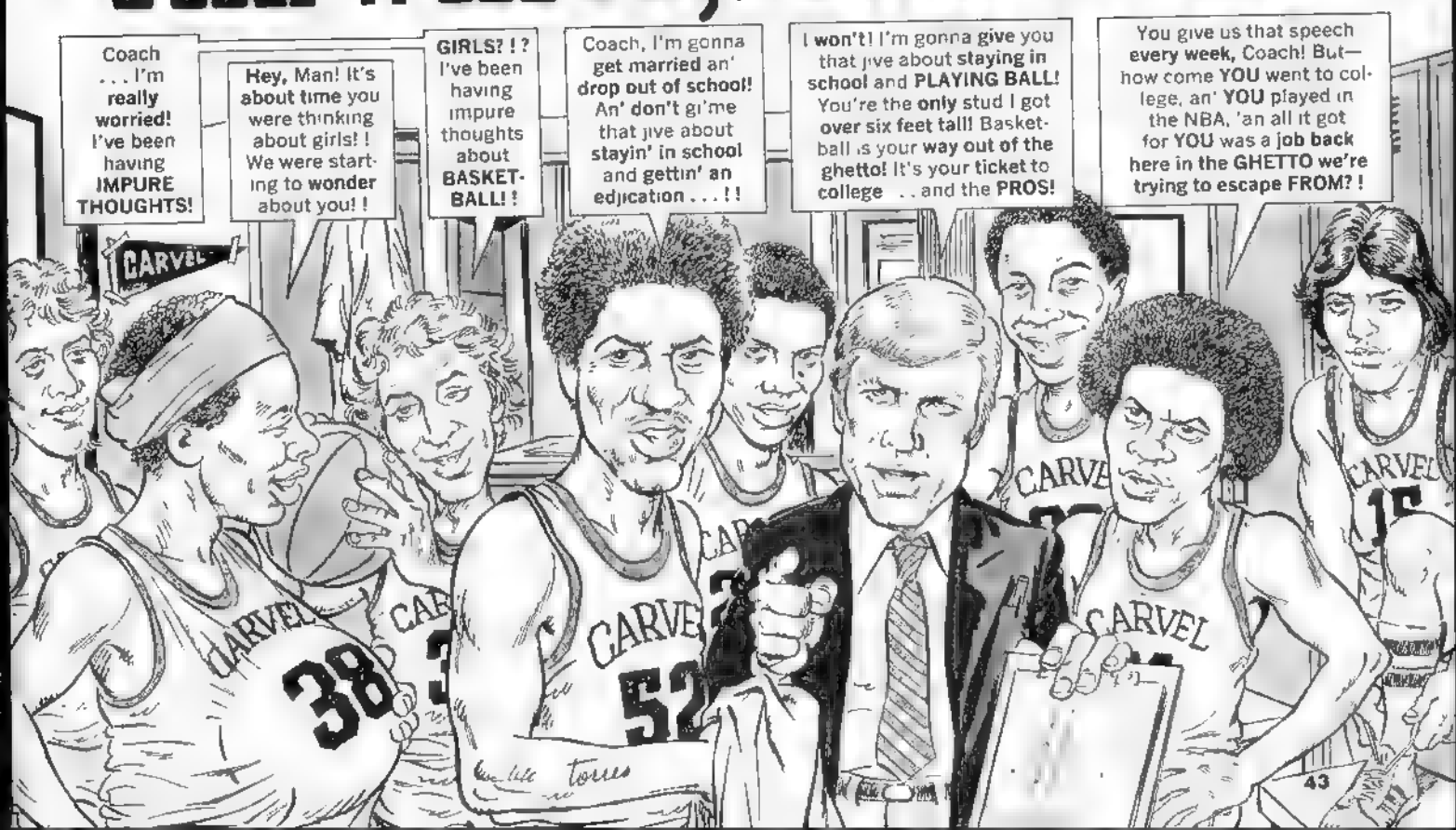

Boys . . before we have our traditional half-time prayer and chorus of "Tura, Lura, Lura," I want to tell you a story about The Gipper! His last words to me on his death bed were, "Rock, someday, when the boys are losing, tell them to win one for me!" Well . . . ? Are we gonna let him down? Let's go out there and WIN ONE FOR THE GIPPER!
How can he expect us to win? ! ? I'm so choked up, I can't even SEE! !

Times changed, and so did Coaches! And a new, fiery kind of Coach emerged! He inspired his Players in a *different* way!

By God, get out there and KICK SOME BUTTS! Go out there and HIT SOMEBODY! WIN! WIN!
I'll sure be glad when the game starts, so I can get out on the field . . where it's safe! ! You could get KILLED in here! !
60
79

Now, through the magic of Television, and the lack of imagination of Television writers, we have a brand new type of Coach. He doesn't care if his team wins or loses, or even how they play the game . . . just as long as they've got problems. He's the "Father Image" Coach, and his schtick is "giving advice" to his Players. On a new hit TV Show, this Coach is a tall WASP who is always closely followed by his ethnic minority Players! Actually he's

THE WHITE, SHADOWED


Coach . . . I'm really worried! I've been having IMPURE THOUGHTS!
Hey, Man! It's about time you were thinking about girls! ! We were starting to wonder about you! !
GIRLS? ! ? I've been having impure thoughts about BASKETBALL! !
Coach, I'm gonna get married an' drop out of school! An' don't gi'me that jive about stayin' in school and gettin' an edjication . . . ! !
I won't! I'm gonna give you that jive about staying in school and PLAYING BALL! You're the only stud I got over six feet tall! Basketball is your way out of the ghetto! It's your ticket to college . . and the PROS!
You give us that speech every week, Coach! But—how come YOU went to college, an' YOU played in the NBA, 'an all it got for YOU was a job back here in the GHETTO we're trying to escape FROM? !
CARVEL
38
52

Hey, **Coach!** How about talkin' to my **Science Teacher?!** The man **flunked me** on a **test!** He asked for an example of an **"Endangered Species"**... an' I answered, **"Coach Raves"!**

Me?! An **"Endangered Species"?**

Yeah! A WHITE DUDE—playin' in the **NBA!**

Man, **no wonder** he flunked you! **That** ain't no example of an **Endangered Species!** That's an example of an **EXTINCT Species!**

Dig them **turkeys!** We're gonna **whip their butt!!**

Coach, how come it's cool for the **President** to say **"ass"**.. but **WE** gotta say **"BUTT"!?**

Because this is a **FAMILY type magazine!**

But ain't he a **FAMILY type President?!**

Coach Raves . . . my name is **Debbie Gorgeous!** I'm the famous **TV Personality** and **Producer!** I want to shoot a **Documentary** on a **High School Coach** and his **typical High School Team . . .!**

What makes you think **these animals** are **"typical"?**

Their **NAMES . . .!!** Jerkson, Gallstone, Gomanz, Coolaide— They sound like a **platoon of GI's in a WORLD WAR II MOVIE!!**

Sorry! Another time! I'm **really busy** now!

I **know** you think because I'm a **woman** who happens to be **Miss America,** that I don't know **anything** about **sports!** Well, you're **wrong,** Mr. Raves! I'm **really INTO sports** —especially **BASKETBALL!** I just **love** it when the **batter kicks a touchdown basket!**

Actually, I'm in **favor** of women in sports! If they'd let me use a few of those **CHEER LEADERS,** we'd be **undefeated!**

It's just that I have ENOUGH problems with my typical team! My **Forwards are paranoid,** one of my **Guards is a kleptomaniac,** the **other** is an **alcoholic,** my **Black Center runs like a White guy,** and every week, I have to deal with a **special Guest Student** who's **really** spaced out!

Gee . . . with **all those GOODIES** going for you, how come you have such a **LOUSY RATING?**

Because we **don't** have a **LAUGH TRACK**— so people don't know **it's a SitCom!!**

C'mon, Coach! Let's **do** this **TV** gig! Man, once the people see **me** on TV, they'll name a **CANDY BAR** after me . . .!!

They **already have "EXLAX!"**

Okay, if you **stay** out of the **way . . .!**

You **won't** even **know** I'm **around!**

Lady . . . anybody don't know **YOU'RE around** has got to be **DEAD!!**

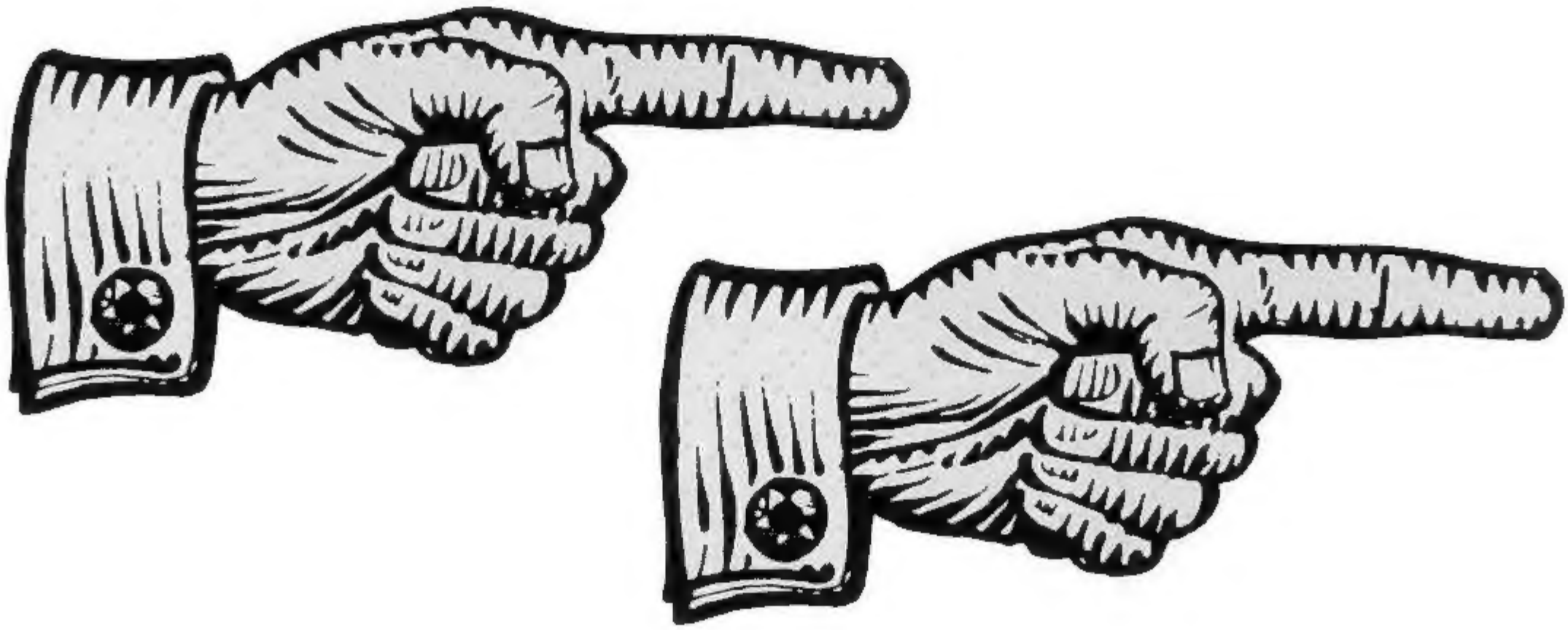
ARTIST: ANGELO TORRES WRITER: LOU SILVERSTONE

Gallstone, I want to talk to you about your Grandmother! I don't mind her sitting on the bench, or washing your back in the team shower, or lighting candles and chanting prayers when you shoot a foul shot—
Well, since Pastrami crosses himself at the foul line, she wants equal time for OUR people!
That's okay . . . but do you think you could stop her from giving out CHICKEN SOUP in the huddle?
Eat . . . eat, Coacheleh! Have a matzo-ball! It's good for you!
BEAT WIENCKO HIGH SCHOOL
Coach Raves . . . you'd better do something about Gomanz!
For once, you're right, Symple! That idiot just scored a basket for the other team! Hey, Gomanz—you shot the ball in the WRONG BASKET!
Sorry, Coach . . . but both baskets look the same to me! !
CARVEL
15
I'm talking about his GRADES! He's the only Spanish-speaking kid in the schoool, and he's flunking Spanish! Until he passes, he's off the team!
The rest of the guys are American, and their native tongue is English . . . and they're all flunking English! So why pick on poor Gomanz . . . ? !
Man, that's tellin' 'er, Coach . . . !
Okay, then the ENTIRE TEAM is ineligible!
Hey, Coach! Anybody ever tell you you got a big mouth! ?
GO GET 'EM WHITEY
GO CARVEL
CARVEL
At it again, eh?
We have to fight! If we didn't, you wouldn't have anything to do, and your eight years of college would be wasted!
Kin . . . on this one, I agree with Symple! If they want to play . . . they MUST pass their subjects!
That's the most un-American thing I ever heard! What would happen to our great Colleges and Universities if all the Jocks playing ball for them had to get passing grades? ! ?
CARVEL
Those are the rules, Kin . . . and don't give me your weekly heartbreaking speech about if it weren't for basketball, those kids would drop out of school and get into trouble!
You got it wrong, Gym! If they drop out of school, I'M the one in trouble! ! Who ever heard of a TV Father image without anybody to give advice to? !
EXIT
Knock it off, you guys! I've got an announcement! Miss Backgammon said that you jokers can stay on the team on one condition . . . ! I gotta tutor you in English!
Great! I always did want to learn to talk like a "Dead End Kid"! !
I'm dancin'!
I'm dancin'!
BIG BIRD'S ABC

Kid, you were okay tonight! You could make lots of bread playin' basketball! Like, say, if you could CONTROL THE SCORE of your next game! You dig where I'm comin' from? ! ?
Yeah! You want me to throw a game . . . sell out my school, my teammates, my Coach . . .
My COACH?
Okay . . . how much do I get? !
Heyy, dig my man, Cool . . . !
Man, you dressed for Trick or Treat?
You jokers gotta know that I'm wearin' what ANY normal High School Basketball Player wears when he has just accepted a nice big fat bribe!
You're gonna dump a game? ! ? Heyy, man, I thought we were TEAM MATES!
Yeah! ! At least you could've cut us in on the action!
I ain't throwin' no game! I just gotta make sure we don't win by too many points!
That's EASY! ! Just put Gallstone in!
He SAID he didn't want to THROW the game!
Since the game is in the bag anyway, why don't we get a few bets down? The point spread is 4, so all we gotta do is win by 3, and we got it made!
We can't do that! It would be DISHONEST! My Grandmother told me never to do anything that WASN'T HONEST! !
Shut up, Schmuck! ! Here, Throwup . . . put ten bucks down for me!
Wayyy to go, Mrs. G.!
We got us a three point lead! All we gotta do is hold the ball—COOL, YOU FOOL! What are you doin'? !
My "Dr. J. Reverse Slam Dunk". . . ! !
I don't BELIEVE this! You blew the bet! Three . . . plus two . . . makes FIVE!
I was never very good at Math . . . !
I hope you're good at RUNNING! There's a couple of mean-looking goons headed this way . . .
THUNK!
The Network Brass saw the footage I shot! They think you'd make a great Sports Commentator! They'd start you a $50,000! That's three times what you make as a Coach!
Money isn't everything!
You'd get a lovely apartment like this!
Luxury isn't everything!
You'd get to spend lots of time with me!
Uh . . . well, two out of three ain't bad!

Let's go to MY pad for a little "One on One"...!
What's so special about your pad?
Nothing! But it gives me the home court advantage!
Just make yourself at home while I slip into something a little more comfortable... and then I'll show you some of my best moves!!
Oh... yessss!!
I've heard of Basketball junkies before, but this is ridiculous!!
Heyyy, Coach! Next time you go "One on One" with a chick, make it shirts against skins!
Coolaide! What are you doing under my bed??
All the other spots were taken! Recess is in the shower, Gomanz is behind the couch, Pastrami's in the bathtub, Headwood's on the bookshelf, Gallstone's under the sink, Jerkson's behind the bar and Throwup's in the dishwasher!
I wonder if DIGGER PHELPS ever has this kind of trouble! Okay... what are you clowns DOING here??
Coach, you said that any time we got a problem to come on over and rap...!
Debbie, these guys need me! I'm gonna have to turn down that TV job...!!
Sure! Bye, Coach!
Gee, Coach, we're sorry we loused it up for you! You probably would have scored, huh?
What are you talking about?! I was ahead—fourteen to zip!!
Coach... did you REALLY give up that chick for US??
Of course!! I TOLD you... we're a TEAM! I'm sure you guys would do the same for me!
You wanna BET??

Talking about bets, Coach, Coolaide is in trouble! Some dude paid him to see to it that we won by 3 points, and Cool blew it! Now, they're looking to throw him in the drink wearing cement Pumas!
That's just great! You guys were shaving points! Is that what you learned from me?!?
Heck, no, Coach! You never taught us that!
Yeah! How come we gotta learn all the GOOD STUFF from strangers?!
Big Angie . . . I want you to leave my team alone!
Heyy, it's Kin Raves! Nothin' personal, Kin, but I dropped a bundle because of your boys!
YOU'RE a gambler! I tell you what! I'll play you for what you lost . . . double or nothing!
You're on! Name your game: poker, gin, war, flip baseball cards—
"One on One"!
Man, there ain't NOBODY gonna believe THIS . . . !
What? ! That the Coach is winning?
No . . . that a Professional Gambler is gonna play "One on One" with an ex-Pro Basketball Star!
If that jive audience could believe the Coach would turn down a TV job with big bread . . . and that foxxxy lady . . . to stay in the ghetto with US, they'll believe anything!
12
LAS VEGAS
Whatever it is, make it fast! My TV Documentary "Special" is starting . . .
The Schoool Board is trying a new experimental project called "Up Stream"! They place NORMAL STUDENTS in with a group of problem kids like your team in the hope they'll have a positive influence!
No way! What do I know about NORMAL kids? ! I'm a Teacher!
Listen, Gym . . . forget it! !
Don't worry! The Board just decided to CANCEL the "Up Stream" program! They felt it would screw up NORMAL students PERMANENTLY! !
What happened? Did they see my team in action? !
DUNCE
No . . . they saw YOU in action!
This has been the story of Kin Raves . . . a typical High School Basketball Coach!



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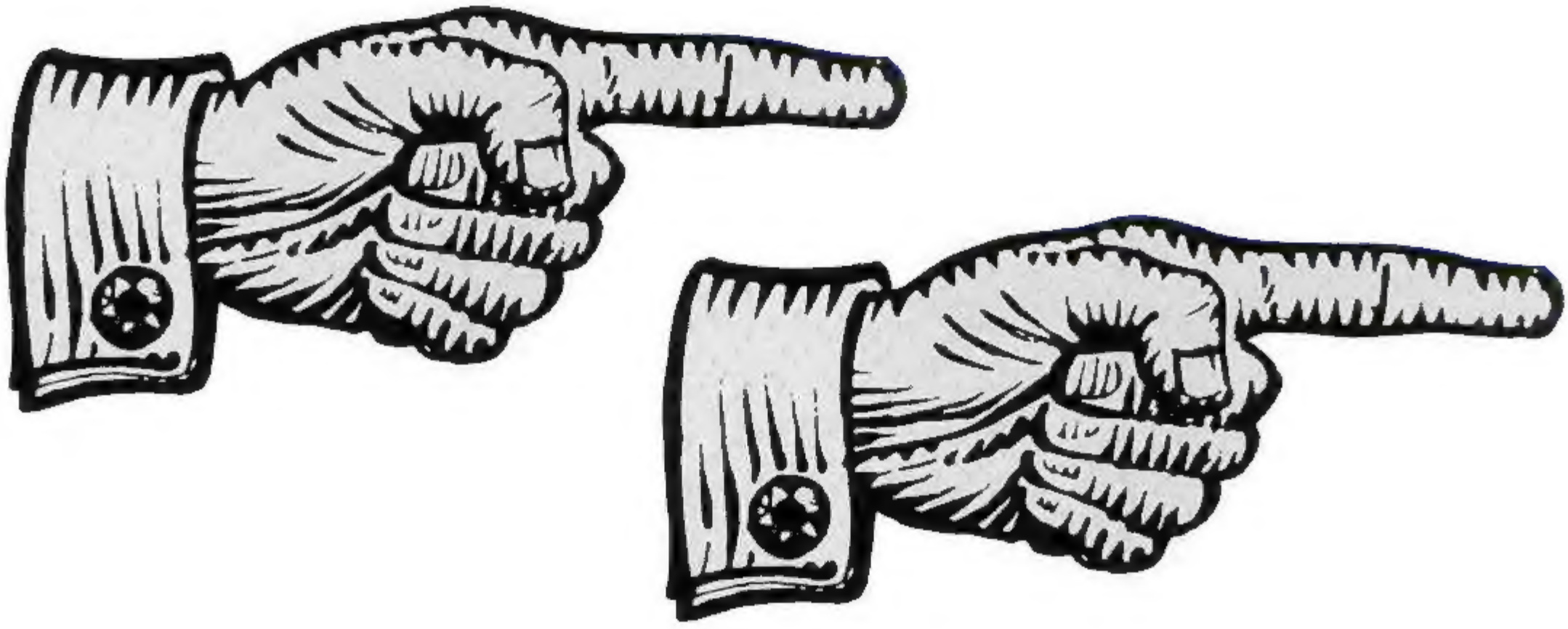

WHAT SCARY NEW FORM OF FALLOUT HAS TECHNOLOGY FOISTED ON US LATELY?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Everyone eagerly awaits each scientific wonder that modern technology continues to bring to us. But sometimes, there are serious problems that accompany these marvelous advancements. To see the latest scary problem, fold in page as shown.

FOLD PAGE OVER LIKE THIS!

A› FOLD THIS SECTION OVER LEFT ‹B FOLD BACK SO "A" MEETS "B"

FAST-MOVING TECHNOLOGIES OFTEN RESULT IN KILLING PLENTY OF LIVING THINGS, SO THIS ALMOST INSANE PASSION MUST BE CHECKED BY RESPONSIBLE EXPERTS

ARTIST & WRITER:
AL JAFFEE

A› ‹B

WHAT SCARY NEW FORM OF FALLOUT HAS TECHNOLOGY FOISTED ON US LATELY?

FOLD PAGE OVER LIKE THIS!

A ▸ |B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

FALLING PLANE PARTS

A) (B

WRITER: DAVE MANAK ARTIST: AL JAFFEE